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Zenithmedia wins Gerry Weber media budget

Düsseldorf, 25 October 2010

The media agency group ZenithOptimedia has won the media budget of Gerry Weber International AG through its Düsseldorf-based media agency, Zenithmedia. Gerry Weber, the globally active fashion and lifestyle group based in Halle, Westphalia, has made the decision to outsource its media budget.

A key responsibility for Zenithmedia will be to promote the autumn and spring collections of the brands Gerry Weber, Taifun and Samoon by Gerry Weber within the respective target groups.

The team of COO Petra Gnauert, Media Director Cornelia Ruoff and Media Supervisor Marion Stimpel came out ahead of several well-known rivals in the selection process.

“Zenithmedia inspired us with confidence thanks to its strategic planning approach and its expertise in the print sector. We are looking forward to our mutual cooperation“, said Andreas Eckernkemper, Marketing Manager at Gerry Weber International AG.

“Gerry Weber is one of the most successful and significant fashion brands“, concluded Cornelia Ruoff. “We look forward to supporting Gerry Weber with our proactive involvement and ideas.”

Images:

Petra Gnauert:

http://www.zenithmedia.de/fileadmin/pressebilder/petra_gnauert.jpg

Logos:

Zenithmedia:

- Web version: http://www.zenithmedia.de/fileadmin/pressebilder/presse_logo.jpg

- EPS print quality: http://www.zenithmedia.de/fileadmin/pressebilder/zenithmedia_logo.eps

Gerry Weber:

http://www.zenithmedia.de/fileadmin/img/presse/GerryWeber_pos.jpg

http://www.zenithmedia.de/fileadmin/img/presse/taifun_pos_ohneColl.jpg

http://www.zenithmedia.de/fileadmin/img/presse/Samoon_by_GerryWeber_pos.jpg

About GERRY WEBER International AG

The brands of GERRY WEBER International AG attract attention worldwide with more than 398 HOUSES OF GERRY WEBER, over 1,800 shop-in-shop areas and successful online shops. The fashion and lifestyle company based in Halle, Westphalia has over 2,420 employees worldwide and produces around 25 million articles of clothing annually. GERRY WEBER, GERRY WEBER EDITION, G.W., TAIFUN and SAMOON by GERRY WEBER make up

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the five brands produced by the holding company. Licensed products such as shoes and bags complement the versatile ladies' fashion range, which is popular with customers as far afield as Berlin, Cairo and Ottawa and has turned the GERRY WEBER company into a listed, fashion and lifestyle group of international renown.

About ZenithOptimedia

The ZenithOptimedia Network, with over 218 offices in 72 countries, is one of the top 5 media agency networks in the world and part of the biggest communications agency in Europe, Publicis Groupe S.A. In Germany, the ZenithOptimedia Group is composed of the full service media agencies Zenithmedia and Optimedia, which have offices in Düsseldorf, Frankfurt, Munich and Hamburg. They provide their services to over 150 national and international brands, including L'Oréal, Nestlé, Puma and Toyota. The ZenithOptimedia agencies have been awarded numerous prizes, including several "Media Agency of the Year" awards at the M&M Awards and at the "German Media Prize" awards.

About VivaKi

VivaKi is part of the Publicis Groupe (Euronext Paris: FR0000130577), the third largest Communications Group worldwide, with representation in 104 countries on every continent and employing in excess of 44,000 professionals. VivaKi focusses on the strengths of the globally operating media networks ZenithOptimedia and Starcom MediaVestGroup, as well as those of the two leading digital communication agencies Digitas and Razorfish and the innovative creative agency Denuo. For the clients of these agencies, VivaKi develops Nerve Center Services and technologies which focus on the consolidation of target groups and the distribution of advertising messages to connect advertisers with their consumers in an increasingly digital world.