

Press Release

June 23, 2005

Introducing the first truly multinational Client-Agency relationship management consulting group in Europe.

Amsterdam * Hamburg * London * Madrid * Paris

The majority of international companies are facing complex challenges in the development of their communications programmes and management of agency rosters. Until today the consultancy services in this field were offered largely by local consultants that lack the necessary in-depth know how and understanding of other markets, regions and cultures.

SCAN International has recognised the need of multinational companies for more professional, truly multinational support. We have brought together many years of expertise and experience in this field to advise clients on how to best to select, organise and manage their resources throughout Europe - be it centralised or on a country by country basis.

SCAN International offers solutions in **agency policy, roster rationalisation, agency selection, agency remuneration, agency management and agency evaluation.**

The Founding Partners of SCAN International are:

Alan Thompson, The Haystack Group, London

Angel Riesgo, Grupo Consultores, Madrid

Bernard Petit, Vidéothèque, Paris

Hein Becht, SCAN, Amsterdam

Oliver Klein, Cherrypicker, Hamburg

- We are delighted to announce that we benefit from the vast international experience of Bernhard Adriaensens of the World Federation of Advertisers, as our Non Executive Chairman.
- SCAN International is the trade name of SCAN EUROPE B.V. i.o., presently in the process of registration in the Netherlands.

SCAN International
Solutions to multinational challenges in agency selection and
management.

(We are happy to offer you the first edition of "the Scan Book" that will be distributed free of charge to approximately 1000 key international client decision makers in Europe (see appendix).)*

Contact

For more information and contact details, visit our website www.scaninternational.net.

Cannes

If you would like to talk to us during the Cannes Festival, three of our Founding Partners will be available on Thursday 23 June. They can be reached on their mobiles.

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