

Press release
Paris, December 2006

Desgrippes Gobé voted Design Agency of the Year for the second consecutive year!

Desgrippes Gobé, the branding and design agency was voted **Design Agency of the Year** for the second consecutive year, at the 27th Grand Prix Agency of the Year awards ceremony on December 12, 2006.

"Complicity, trust, reward. 2006 was an emotionally rich year for the agency with respect to a profession and "worlds" that are highly reactive. We affirmed our values and our visions and we especially helped our agency identity evolve so as to reflect our know-how. More life, desire and audacity in order to be chosen in the future", states Creative Director Alain Doré.

This award is given to the design agency with the **best performance in evolution, new business acquisition, client loyalty and creativity** for the past year.

Desgrippes Gobé won big and beautiful projects with brands such as: Palmers (Austria), Neuhaus (Belgium), Leroy Merlin, Thomsom, Matis, Farida B, Vicaima (Portugal). **The agency also continued building strong client loyalty with Air France, Club Med, LCL, Unilever, etc.** Desgrippes Gobé also **won more than 14 awards** in France and throughout the world for its work with Fauchon, Jet Tours, Mercure, Club Med, Unilever Omo/Skip, Jean Patou, Tropicana and many more.

The agency's overall objective commercial and creative success as a company was rewarded rather than one or another project that may have been subjectively "preferred" by design professionals.

"We have provided brands with our creative and strategic know-how for more than 30 years, making brands live, giving them meaning and encouraging them to share our design vision. We are proud to have been awarded this recognition as the best design agency of the year for the second year in a row, as a fitting close to 2006 thus confirming our passion for the design profession: creating difference to make brands grow.» concludes Joël Desgrippes, President and Managing Director of the agency.

About Desgrippes Gobé

Founded in Paris in 1971 by Joël Desgrippes, the company expanded internationally when Marc Gobé opened the New York office in 1985. Desgrippes Gobé recognized the importance of a global network and opened offices in Belgium (Brussels) and in Asia (Tokyo, Seoul, Hong Kong and Shanghai).

Desgrippes Gobé's reputation was first built on pertinent creations for prestigious brands in the luxury and beauty sector and was soon confirmed with know-how in sectors as diverse as services, industry, fast-moving consumer goods, pharmaceuticals, fashion, leisure activities, banking and insurance, transportation and tourism etc.

With group sales totaling 31 M\$ US and with more than 145 employees throughout the world, Desgrippes Gobé is one of the world's top 10 branding and design groups. The Desgrippes Gobé network offers services in every brand strategy field with multicultural teams made up of strategy and communication experts that are design, multimedia and architecture specialists.

Our approach: DESIGN IS VISION

We challenge. We invent. We imagine. We reveal personalities. Our ambition is to create and develop a new vision for brands - a prospective, imaginative vision that is expressed in a unique language.

We accompany our clients to imagine the world of the future.

This vision creates difference; it nourishes and gives meaning to brands, appeals to the consumer's imagination and creates loyalty. As a result, it creates value for prestigious clients such as: Coca-Cola, Air France, AOL, Fauchon, Club Med, LCL, Boucheron, MMA, Unilever, Palmers, Neuhaus and many more.

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