

Summary of German Press Release – April 5-05:

Cooperation between Deutsche Eisenbahn-Reklame GmbH and 12snap

- Mobile marketing company 12snap and Deutsche Eisenbahn-Reklame join in a partnership of their divisions mobile marketing and outdoor advertising for the development of new means of mobile advertising.
- Deutsche Eisenbahn-Reklame with its strong nation-wide presence in media-mix and market leader 12snap complement each other in the implementation of creative mobile content as well as in the use of innovative technologies for advertising purposes.
- It is the aim of the partnership to offer companies an extension of their advertising to the mobile phones of their target groups.

Deutsche Eisenbahn-Reklame (DERG), exclusive marketer of all advertising space of the Deutschen Bahn AG chooses mobile marketing expert 12snap for a partnership in the development of mobile marketing. The key part of the cooperation is the combination of DERG's means of advertising with innovative mobile phone technology, such as Bluetooth.

Deutsche Eisenbahn-Reklame has a nation-wide spectrum of high-quality advertising media in all areas of out-of-home advertising. DERG offers extensive consultation in various advertising segments as well as electronic media. The traditional company guarantees extensive customer contact and pushes innovative ideas.