



identity driven brand building®

PRESS RELEASE

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Brandhome wins prize with DELTA Lifestyle magazine

DELTA and Brandhome have shared in the prizes at the 'Grand Prix Bedrijfsmedia'. Their entry, DELTA Lifestyle magazine, received an honourable mention in the corporate media competition. 'DELTA Lifestyle is a successful combination of a staff publication and a glossy magazine,' the jury report stated. 'It delivers a readable product, that's enjoyable to browse and has a colourful and varied design, including ample photographic elements, that helps retain the readers' interest.' There were 114 entries this year. The Dutch prize for corporate media is presented annually.

Brandhome's Erik Saelens: 'Brandhome aims to provide its clients with solutions for their problems or goals: solutions that often avoid the beaten path. DELTA Lifestyle is a perfect example of that Brandhome approach. It matches DELTA's goal of communicating its positioning and new core values to its own staff in an accessible and appealing way. And it's the first "glossy magazine" for employees.'

Ger Jan van den Elsen, Corporate Communication Manager at DELTA: 'we've been publishing DELTA Lifestyle for a year now. Its combination of company news with human interest and life-style articles has helped it to really take off among our employees and their families and friends. We've produced four issues to date, and we're continuing to tighten up the format here and there. Winning this prize is a real boost and a clear sign that we're doing something right.'

Brandhome is a communication agency that works according to a unique and effective brand-building methodology, the Brandhome method®. The agency's key goals include constantly increasing brand knowledge. Brandhome is headquartered in Antwerp, Belgium.

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Note for editors, not for publication:

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