

Pixelpark AG and Emakina Group announce the signing of a commercial partnership.

Brussels, 07/12/2009 – Emakina Group (Alternext Brussels: ALEMK) and Pixelpark AG (PXL1) are pleased to announce the signing of a commercial partnership. This agreement will enable both companies to better service their growing client on the European and international level. A promising partnership based upon shared values and complementary competences.

Emakina Group and Pixelpark AG, both internet pioneers, are today's largest independent digital agencies in the Benelux, France and Germany.

Furthermore both companies share a similar DNA in their market approach and service offering; going from strategy and concept to marketing and IT, and have a vision of working together on pan-European projects for mutual clients.

“The Partnership between Emakina and Pixelpark will allow us to serve, on a European level, the needs of our present and future international clients who are seeking larger geographical market presence”, explains Denis Steisel, CEO of Emakina Group, and concludes “Pixelpark AG is a pioneer, has a strong company culture and over 18 years of experience. Our common interest for creativity and innovation has fully convinced us to take this important step.”

Multinational companies are looking for agencies as Emakina Group and Pixelpark AG, for conceiving European digital strategies and deploying local solutions. They need a solid partner able to deliver the full digital offering, the know-how and capacity to handle and deliver large international projects.

“With this international alliance we create added value for our clients.”, explains Horst Wagner, CEO of Pixelpark AG, “This added value is not burdened by the common necessities that come along with networking, as we are always capable of offering the best out of our respective groups.”

With over 600 specialists in digital communication present in Germany, France, Spain, the Netherlands, Belgium and Switzerland, Emakina and Pixelpark have combined their forces to build brand experiences that creates added value to their clients' European businesses.

More information

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About Emakina Group SA

Emakina Group is a European network of interactive agencies that helps its clients to integrate the Internet into their activities. The companies within Emakina Group are Emakina Belgium (Brussels), Emakina.EU (Brussels), Emakina / Media (Brussels), Design is Dead (Antwerp), The Reference (Ghent), Emakina.NL (Rotterdam) and groupeReflect (Paris and Limoges). Emakina Group has developed a service portfolio around the following four poles: consultancy; interactive marketing, information websites, applications and e-commerce. With a team of more than 300 co-workers, Emakina is the foremost interactive agency in the Benelux. Emakina has been listed on the Alternext market of the Euronext Brussels stock exchange (ISIN :BE0003843605) since July 7, 2006.

About Pixelpark AG

Pixelpark has been a pioneer in the German internet sector since 1991. With headquarters in Berlin, Pixelpark AG groups together a number of agencies based in Germany (Hamburg, Berlin, Cologne, Munich and Bielefeld) but also in Switzerland (Zurich) and Spain (Barcelona). Today, it is the largest network of independent interactive agencies in Germany. Pixelpark develops creative and value enhancing communication and e-business solutions. The client portfolio includes the big names in German industry: adidas, Allianz, Boehringer Ingelheim, Bundesministerium für Wirtschaft und Finanzen, Coca-Cola, DocMorris, Flötotto, Lilly, Lufthansa, Montblanc, Mercedes-Benz, RTL, Samsung, Sparkasse, etc.. In 2008 Pixelpark AG achieved a turnover of 43.3 million euro. Since September 2008 the company has been led by Horst Wagner, CEO and CFO, and Dirk Kedrowitsch, COO. Pixelpark has been listed on the new Frankfurt stock exchange since October 4, 1999 and on the main market since March 1, 2003 (ISIN: DE0005143507).