

DJ Adventis Group PLC Contract Gain

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Adventis Group PLC
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Adventis Group plc ("Adventis")

Contract Gain

The REITs and Quoted Property Group Appoints Adventis NMG

Adventis ("ATG/L"), the full service marketing and advertising agency, announces that its Adventis NMG financial services agency, has been appointed by The REITs and Quoted Property Group, to develop the branding, concepts, designs and build the website for the launch of the Reita campaign. This includes researching, designing and building the flagship portal, reita.org, to support all aspects of REITs and quoted property investment. The contract, for an undisclosed amount, was won in tender and the project runs from June 2006 to March 2007.

The REITs and Quoted Property Group has been formed with the leading players in the commercial property industry, both on the development side and within financial services, under the auspices of the British Property Federation.

The new project supports an exciting development in financial services with the introduction of REITs (real estate investment trusts) in January 2007. AdventisNMG's experience of the IFA market and track record of brand and web design means it adds considerable value to the campaign to educate IFAs and their clients on the opportunities and benefits of REITs and quoted property investment.

Said Nick Baker, General Manager-Director, Adventis NMG: "We are delighted to be working with the group on this project, which will provide a single online point of entry for IFAs and their clients to the world of quoted property investment. The Reita campaign will help raise the standard of advice in the market and create exciting opportunities for IFAs to grow their businesses."

Said David Butler, Programme Director for the Group: "We chose AdventisNMG because of their detailed knowledge of financial services and the IFA market. We have been impressed with the way they use their market insight gained through the NMG IFA Census study to create impactful strategies and designs to support the campaign. By pre testing branding concepts and content ideas for the portal, we are confident IFAs and their clients will find Reita delivers real value to the market and for our members."

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Editor's Notes

Adventis Group plc is an AIM listed, full service marketing and advertising agency, providing services to the property, healthcare and financial services industries.

Through its six operating companies the company provides a complete range of communication services, including corporate identity programmes, advertising campaigns, media planning & buying, literature, public relation, packaging, exhibitions, research and planning, interiors, signage and digital media.

Adventis employs over 80 staff in London and the South East.

www.adventis.co.uk

Adventis NMG Ltd specialises in financial services, commenced trading in September 2004 and traded profitably for the period ended 31 December 2005. A series of projects were concluded in 2005 for clients such as Prudential, Savills Private Finance, Lincoln Financial Group, Moneywise, and ABN Amro and the outlook for larger projects from such clients in 2006 is positive.

www.adventisnmg.com

1. The current members of The REITS and Quoted Property Group are:

Quoted property companies	Fund managers
The British Land Company PLC	AXA Investment Management
Brixton	Cambridge Place
Grainger Trust plc	Cordea Savills
Hammerson	Fidelity International
Helical Bar	Henderson Global Investors
Land Securities	ING REIM
Slough Estates	Insight Investment
St Modwen Properties	Merrill Lynch Investment Managers
	Prudential (PRUPIM) M&G
Investment banks/advisers	Scottish Widows Investment Partnership
	Industry bodies
Citigroup	British Property Federation (BPF)
Credit Suisse	Investment Property Forum (IPF)
Deloitte	
Goldman Sachs	Other organisations
JP Morgan Cazenove	London Stock Exchange
KPMG	
Lehman Brothers	
Morgan Stanley	
UBS	

2. The REITs and Quoted Property Group executive committee members are:

Patrick Sumner, Head of Property Equities, Henderson Global Investors
(Chairman)

Richard Cotton, Managing Director, Corporate Finance, JP Morgan
Cazenove

Peter Couch, Director, Equity Release, Grainger Trust plc

Edmund Craston, Managing Director, European Head of Real Estate
Investment Banking, Lehman Brothers

John Gellatly, Chair Research Steering Group, IPF and Director, Head
of Indirect Property Investment & Strategy, Merrill Lynch Investment
Managers

Peter Hicks, Head of IFA Affairs, Fidelity International

Nick Jacobson, Managing Director, Head of European Real Estate and
Lodging Investment Banking, Citigroup

Liz Peace, Chief Executive, British Property Federation

Nick Ritblat, President, British Property Federation

Francis Salway, Group Chief Executive, Land Securities

www.reita.org

This information is provided by RNS
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