

FOR IMMEDIATE RELEASE

EURO RSCG SKYBRIDGE WINS EDUCATIONAL PATHFINDER BUSINESS

Eight-Year Contract Will Create A Virtual Educational Workplace

London, UK, February 10, 2004 — London-based Euro RSCG Skybridge, in partnership with Nord Anglia Education plc, has been appointed preferred bidder for the DfES- (Department for Education)-backed educational pathfinder project, "The Virtual Workspace" for Worcestershire and Wolverhampton (W2). The contract, which is worth over £10 million, will commence in April 2004 and will run until July 2011.

Virtual Workspace will take the form of an innovative Web portal to engage learners between 14 and 19 years-old—both in and out of school—and improve motivation and achievement. Learners will be able to create a personalised Web space for schoolwork, homework and leisure interests, accessible at any time from any Internet-enabled computer. Virtual Workspace will be able to profile individual learning styles and propose tailored information and materials for an enhanced learning experience. The project will also link up with popular new technologies such as mobile phone text messaging, and the software will also profile and track individual students offering content most effective for their own development styles.

Randle Stonier, Chief Executive of Euro RSCG Skybridge said, "We are delighted to have been chosen by Wolverhampton & Worcestershire to provide this service and look forward to creating a vibrant, interactive resource for learners. Our vast experience in delivering educational solutions will allow us to use emerging technologies to deliver curriculum materials and innovative online support services that will create valuable new learner experiences."

"We recognise the potential for information and communications technology to transform the educational process and believe that the joint project will establish Worcestershire and Wolverhampton schools at the forefront of the development of elearning in the UK. We look forward to working with Euro RSCG Skybridge and Nord Anglia in the creation of this innovative service," said Julien Kramer, Director of Educational Services at Worcestershire County Council.

Euro RSCG Skybridge is a marketing solutions agency that engages people, transforms client organisations, and delivers results through Creative Business Ideas®. Based in Wimbledon and Solihull, the agency is part of Euro RSCG Worldwide, one of the world's leading marketing communication networks. Euro RSCG Skybridge clients include Microsoft, Coca-Cola, General Motors, Peugeot, Land Rover, and Vodafone. Euro RSCG Skybridge is gaining an increasing reputation in the emerging elearning space, having helped Lloyds TSB's corporate university win the Microsoft Great Plains Business Solutions Award for Excellence in HR through Technology and the Gold Award from Personnel Today in 2003.

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