

SERVICE INNOVATION GROUP® continues to grow in Europe

Paris based SERVICE INNOVATION GROUP® France SAS has acquired 100% shares of B&W Marketing SAS, Paris.

Paris, 28th February 2007

SERVICE INNOVATION GROUP® France SAS took over 100% shares of B&W Marketing SAS.

The share purchase was concluded on 28th February 2007.

The combined new entity will exceed € 40 Mio sales and will be the most significant provider of outsourced sales solutions in France.

“This investment further strengthens the Group’s capacity and capability as an outsourced supplier for sales and retail solutions in all key countries in Europe. B&W Marketing perfectly fits with its quality philosophy and client base in SERVICE INNOVATION GROUP®’s over all strategic approach to deliver outsourcing solutions with the best quality/price ratio for key brands”, says Juergen Mueller, Group CEO and Chairman of the Board.

SERVICE INNOVATION GROUP® delivers process optimising solutions for sales and retail and is offering its services in Germany, Austria, France, Great Britain, Spain, Portugal, Italy and the Benelux countries. At present more than 150 brands European wide are using SERVICE INNOVATION GROUP® as their service partner.

For further details please see www.serviceinnovation.com.

Contact:

SERVICE INNOVATION GROUP® GmbH
Diana Schmidt
Pforzheimer Strasse 128
76275 Ettlingen

Tel.: +49 (0)7243 562 102
Fax: +49 (0)7243 562 105
E-Mail: info@sigeurope.com