



Document: Press release

Date: January 2009

New York university students visit BeRepublic

The advertising agency was one of the programmed visits on their Study Tour

Barcelona, 12 January, 2009. Last Thursday, 8 January, a group of 18 US university students visited the headquarters of BeRepublic in Barcelona to gain first hand knowledge of how a Spanish advertising agency works.

José Miguel Reig, the agency's head of Communications and New Business, welcomed the visitors and, aided by Producer, Marta Campillo, explained to the Fordham University students (three of whom are studying marketing and the rest business administration and economics) how an interactive advertising company works and the processes involved in some of BeRepublic's accounts, such as MÁSmovil and Corporación Dermoestética.

The intercultural event was organised by Larry King, professor of Marketing at the prestigious university, who had previously chosen BeRepublic as part of the students' tour because of the agency's innovative and creative approach.

American university courses usually include at some point a Study Tour through different European countries to introduce their students to work methods that are different from those used in the USA. This particular visit on the itinerary was designed to show students how an interactive advertising agency is organised in Spain and the cultural differences between European and American advertising.

About Fordham University

Founded in 1841 by the Jesuits, Fordham University is one of America's largest and oldest private universities. Known as the "Research University" it has three campuses located in the Bronx, Manhattan and Westchester (New York). The university currently has 3,842, students pursuing careers in Arts and Science, Education, Law, Religion, Social Services, Marketing, Economics and Business Administration.

About BeRepublic:

BR is an agency specialising in new media advertising, interactive Internet communication, and Mobile Marketing and Digital Signage. Founded in 2005 by Gerard Olivé and Jordi Sanllehi, the agency has offices in Barcelona and Madrid. The company currently has a team of 25 professionals handling 30 accounts with over 20 clients including Grupo Danone, MediaMarkt, Corporación Dermoestética, the airline Vueling, RBA Editores, Nuñez y Navarro, IESE, "La Caixa" and Tele5.

For more information, www.berepublic.es

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