



Press Release

French Ministry for Foreign Affairs entrusts German agency

MEDIA CONSULTA presents Year of France in Russia

Berlin, March 8th 2010. In an international tender for the Quai d'Orsay (French Ministry for Foreign Affairs), the German agency MEDIA CONSULTA (MC) has won the task of organising the Year of France in Russia 2010. On behalf of CULTURESFRANCE, the agency responsible for promoting French culture internationally, MC will execute numerous events this year, press activities and media cooperations including all accompanying advertising and online services. The Picasso exhibit in Moscow's Pushkin Museum held its ceremonial opening on February 25th, which kicked off the French-Russian event series and was attended by Frédéric Mitterrand, his Russian counterpart Alexander Avdejev and Svetlana Medvedeva, the first lady of Russia.

Thanks to its international capabilities, the MC network was entrusted with designing, organising and coordinating an integrated communications campaign for the Year of France in Russia. The aim of the campaign is to promote the year's events to the general public, strengthen the positive image of France in Russia, and present France as an innovative, creative and diverse country.

„We are proud to organise the Year of France in Russia as a German international agency”, explains Harald Zulauf, CEO of MC. “With 56 branches worldwide we are optimally equipped for realising international campaigns. It is also due to the experience of MC Moscow and our international team in Berlin that we could stand up to all French competitors.”

In its integrated campaign, MC makes use of various communications tools: the services include the fields PR, advertising, media and event. MC will organise press trips to Russia as well as press conferences and interviews with ambassadors, celebrities and politicians, write special articles and



create press materials. Besides, the agency network is responsible for the design, production and distribution of all advertising and information materials. Promotions with Russian TV, radio stations, news agencies, print and online media will increase awareness of the event in Russia. MEDIA CONSULTA is also planning to work together with major business sponsors.

The Year of France in Russia is part of France-Russia Year 2010, initiated by CULTURESFRANCE, with the Year of Russia in France taking place simultaneously. These two series of events will strengthen the cultural and business ties between France and Russia.

For further information please visit the official website of the France-Russia Year 2010: www.france-russie2010.fr.

Caption:

Frédéric Mitterand, Svetlana Medvedeva and Alexander Avdejev attending the Picasso exhibit in Moscow's Pushkin Museum.

MEDIA CONSULTA:

MEDIA CONSULTA (MC) is a leading independent PR and advertising agency in Europe and a market leader in the areas of corporate communications, institutional communication and youth marketing. In addition to German branch offices in Berlin and Cologne, MC is the only German network to maintain its own network agencies in all 27 EU member states, the accession states and key business centres throughout the world. Within our integrated agency network, MC specialist agencies cover all areas of modern communication under one umbrella. This includes public relations, advertising and media, corporate publishing, interactive marketing, sports, youth and music marketing, event management and TV production.

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