

Place in the finals for CEWE COLOR in the 2010 Brand Award

The CEWE PHOTO BOOK is one of the best new brands

Oldenburg, 10 March 2010 – With its CEWE PHOTO BOOK, CEWE COLOR was among the finalists in the Marken (Brand) Award presented by the German marketing journal "absatzwirtschaft" and the German Marketing Association (DMV) in the "Best New Brand" category yesterday evening. The award is renewed confirmation of the innovation and customer orientation qualities of CEWE COLOR, Europe's leading photo service company.

Performance and innovation pay off

CEWE COLOR was distinguished in February 2010 with the "Best Innovator" award presented by the German journal WirtschaftsWoche and corporate consultants A.T. Kearney, and the "Night of the Brands" jury in the Capitol Theatre in Düsseldorf has now honoured CEWE COLOR for its achievements in the product and brand-name development of the CEWE PHOTO BOOK. The success on the market of the CEWE PHOTO BOOK, the user-friendly order software (free download at www.cewe-fotobuch.de) and the exceptional overall quality of the book convinced the judges of the brand power of the star product. Over the past few years, CEWE COLOR has not only successfully mastered the transition in technology from analogue to digital photography; the company has also successfully changed from a production enterprise to a brand enterprise. CEWE COLOR has made the CEWE PHOTO BOOK the most successful photo book in Europe. Market research enterprise GfK confirms that CEWE COLOR raised its market share in terms of value to 50% in Q3 (from 43% in the previous year) in Germany. "We are delighted about being among the finalists in the Best New Brand award, since it is confirmation of our consistent work in establishing the CEWE PHOTO BOOK as a brand," says Harald H. Pirwitz, Director with the Neumüller CEWE COLOR Foundation in charge of Sales and Marketing in Germany, Austria and Switzerland, who accepted the award.

A success story

The success story of the CEWE PHOTO BOOK brand originally got off the ground with a small number of 70,000 books. The place among the finalists and more than 3.6 million copies sold in 2009 is a new milestone for the CEWE PHOTO BOOK. The latest award and the sales figures confirm that CEWE PHOTO BOOK is in line with the trend on the market and that it has by no means reached its peak. With CEWE PHOTO BOOK sales expected to reach 4.2 million in 2010, Thomas Grunau, Managing Director of the Neumüller CEWE COLOR Foundation in charge of Marketing and Product Management, feels that the corporate strategy has been confirmed: "One of the reasons for this success was a targeted cross-medial marketing campaign conducted last autumn and winter in which we advertised the CEWE PHOTO BOOK on TV for the first time ever."

The enterprise behind the brand

CEWE COLOR innovations have shaped the photo processing market for decades now. The company recognised at an early stage that the industry would be digitised and that the Internet would become significant. More than 50 % of the orders received are placed in the Internet nowadays, but 75 % of them are collected from the retail partners of CEWE COLOR in Europe, numbering more than 50,000. This sales concept not only enables CEWE COLOR to maintain and expand its market leadership on the national market - the company was also able to increase its operative earnings (EBT) by 57 %, to 16.8 million euros, in 2009. The CEWE COLOR Board of Management expects to see operative earnings rising by another 50 %. A vital guarantee for success is the CEWE PHOTO BOOK software, which, thanks to its simple handling, enables consumers to create a personal CEWE PHOTO BOOK without needing much PC knowledge.

More information about CEWE COLOR is available at www.cewecolor.de and information about the CEWE PHOTO BOOK brand can be found at www.cewe-fotobuch.de.



Harald H. Pirwitz, Director of the Neumüller CEWE COLOR Foundation
In charge of Sales and Marketing in Germany,
Austria and Switzerland and Thomas Grunau, Managing Director
of the Neumüller CEWE COLOR Foundation in charge of the
Marketing and Product Management divisions, maintain the course of success of the
CEWE PHOTO BOOK brand.

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About CeWe Color: Photo service company CEWE COLOR, with 13 highly technical production operations and a staff of around 2,700 employees in 24 European countries, is both market and technological leader. The company supplied around 2.6 billion photos, more than 3.6 million CEWE PHOTO BOOKS and photo gift articles to more than 50,000 retail partners in 2009. In 2009 turnover amounted to 409.8 million euros. CEWE COLOR is a "first mover" in the launch of new digital technologies, for example ordering digital photos in the Internet or with the help of order terminals (DigiFoto Makers) in retail stores. Sales of personalised CEWE PHOTO BOOKS are developing extremely well. A sales volume of 4.2 million photo books (+17 %) is being targeted for 2010. In 1961, CEWE COLOR was founded by Senator h.c. Heinz Neumüller. The company went public under the leadership of Hubert Rothärmel in 1993. CEWE COLOR Holding AG is listed on the SDAX.