



ADV PRODIGY

BRAND MARKETING

LISTED ON THE BULGARIAN STOCK EXCHANGE - SOFIA

INVESTORS MONTHLY INFORMATION BULLETIN #02 SEPTEMBER 9th 2009

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Management

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CEO

Vaharidi Lilian

Trade Manager

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Ivanova Stoyana

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Shareholder information

Advertising Prodigy AD is a public company listed in the Bulgarian Stock Exchange Sofia, on the Segment "A". (AR1)

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Constant development for ADVERTISING PRODIGY AD

Despite the economic crisis, ADVERTISING PRODIGY AD has managed to defy the negative effects of the global recession and has closed the year of 2008 with positive financial results. The profit of the company amounts to the prominent for the company 401.000 BGN.

The company continues to develop on 2009 as well. At the end of July it published the Non-consolidated Financial Statements for the second quarter of this year. It announced financial result – book profit in amount 280.000 BGN.

According the Consolidated Financial Statements of the Group that Advertising Prodigy AD belongs, for the second quarter of 2009 the financial result is book profit in amount of 161.000 BGN.

The regular general meeting of shareholders was held on July 17th

The company has held its General Meeting of Shareholders on the 17th of July 2009 where all the shareholders have attended the meeting and 100% of the Company's capital has been presented. The shareholders have taken unanimously the decision to adopt the Report of the Board of Directors (BoD) for their activities in 2008, as well as the audited annual financial statements and the consolidated financial ones of the company for 2008.

Also, following the philosophy of transparency and open policy to its shareholders, the company has appointed a registered auditor, Mr. Vasil Kalaydjiev from "Prima Audit Consulting 2" EOOD to work in close cooperation with the newly elected and approved from the shareholders Audit Committee of the company: Chairman Mr. Konstantinos Kolokasidis, and members: Nikolaos Asikis, Athanasios Margaritis, Lilian Mimis Vaharidi and Eftychios

Loupasis, after shareholders' decision Mr. Loupasis to be appointed as a member of the Board of Directors of the company.

Stock price fluctuation

The market value of the share at the moment is 6.60 BGN and the capitalization is 2.376.000 BGN (last trading date August 7th).

International activities

ADVERTISING PRODIGY AD supported the sponsorship of Germanos and Sony Ericsson in the Greek Beach Soccer Tour 2009. The league took place in 7 locations all over Greece. Along with the conduct of the league made with the support of 40 Germanos stores, attendees had the opportunity to participate in the game Germanos Beach Soccer Fun, win prizes and picture their efforts with the new C510 Cyber-shot™ Sony Ericsson mobile phone. ADVERTISING PRODIGY AD supported Germanos beach Soccer 2009 project with the promotional mechanism, Barcode game© which was applied with great success by Germanos for the seventh time.

ADVERTISING PRODIGY AD supported the sponsorship of Sony Ericsson at the GLOBAL DANCE FESTIVAL in Athens with the live appearance of the top DJ, TIESTO. The audience which exceeded 10.000 people had the opportunity to see the new W995 Walkman™ phone from Sony Ericsson while playing games through the music hair dryers and to win presents. The company in collaboration with a famous choreographer offered six professional dancers who supported the performance of Tiesto, giving a stronger role in Sony Ericsson's presence in the event. ADVERTISING PRODIGY AD was also responsible for the production and implementation of the music game and the wider branding of the venue.