



ADV PRODIGY
BRAND MARKETING
LISTED ON THE BULGARIAN STOCK EXCHANGE - SOFIA

INVESTORS MONTHLY INFORMATION BULLETIN #03 OCTOBER 16th 2009

ADVPRODIGY

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Management

Asikis Nikos
CEO

Vaharidi Lilian
Trade Manager

Blagoeva Petya

Specialist Marketing & Advertising

Ivanova Stoyana

Specialist Marketing & Advertising

Shareholder information

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

Investor Relations Contact

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Invitation for the extraordinary General Meeting of Shareholders on October 17th

The Board of Directors met on September 9th and decided to convene an extraordinary General Meeting of the Shareholders of the company on October 17th. The shareholders will vote on the resolution regarding the distribution of the profit for 2008. According to the annual financial statements of the Company for 2008 the profit of the Company amounts to BGN 449.539,58. The shareholders will also decide whether the amount of BGN 44.954,00 will be brought into the "Reserve" fund of the Company and a part of the profit amounting to BGN 360.000,00 is going to be used for the purposes of increase of the capital of the Company with own funds.

The Commercial Register approves Mr. Eftychios Loupasis as a member of the BoD

On 14.09.2009 Mr. Eftychios Loupasis was approved by the Commercial Register under No. 20090914172908 as a member of the BoD of Advertising Prodigy AD. He was appointed by the shareholders on the last GMS, held on 17.07.2009.

Stock price fluctuation

The market value of the share at the moment is 7.10 BGN and the capitalization is BGN 2.556.000,00 (last trading date 06.10.2009).

International activities

ADVERTISING PRODIGY AD supported the sponsorship of Sony Ericsson at the concert of Linkin Park in Greece. The top band from Northern California, with sales of more than sixty million records, gave an unforgettable concert in Athens. The audience which exceeded 10.000 people had the opportunity to see the new mobile phone W995 Walkman TM from Sony Ericsson while playing games through the music hair dryers and to win presents. ADVERTISING PRODIGY AD was also responsible for the production and implementation of the music game and the wider branding of the venue.

ADVERTISING PRODIGY AD supported the competition that Sony Ericsson and OTESHOP organized. The presents were five trips for two people to Berlin, for the European Music Awards MTV 2009. The promotion happened during the summer of 2009, in the biggest cities of Greece. More than 15.000 consumers had the chance to see the new phone W995 Walkman TM Phone from Sony Ericsson, play interactive games and win presents. ADV Prodigy was involved in the organization of the competition, production of the promotional material, and the national implementation of the promotion.