



ADV PRODIGY

BRAND MARKETING

LISTED ON THE BULGARIAN STOCK EXCHANGE - SOFIA

INVESTORS MONTHLY INFORMATION BULLETIN

February 4th 2010

ADVPRODIGY

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Management

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CEO

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Group Trade Manager
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Trade Manager

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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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ANNOUNCEMENT OF THE FINANCIAL RESULT OF THE COMPANY FOR THE FOURTH QUARTER OF 2009

According to the Interim Financial Report of the Company as of 31.12.2009, the financial results of the Company as of 31.12.2009 profit of 2,292,000.00 BGN.

As of 31.12.2009 ADVERTISING PRODIGY AD has marked incomes at the amount of 318,000.00 BGN. Reclassified financial assets represent a significant part of the abovementioned profit, which reflects on the increase of the financial results. Consequently, the Company's capital on the liabilities section is increasing. As of 31.12.2009 the Company has short-term financial assets, held for trading at amount of 2,340,000.00 BGN.

DATA ABOUT THE SHARES OWNED BY THE ISSUER'S MANAGEMENT AND SUPERVISORY BODIES AT THE END OF THE RELEVANT QUARTER

Nikolaos Asikis owns 703,620 shares as of 31.12.2009, which represent 97.73% of the capital of the Company. Atanasios Margaritis owns 3,000 shares as of 31.12.2009, which represents 0.42% of the capital of the Company. Eftychios Loupasis owns 3,000 shares as of 31.12.2009, which represents 0.42% of the capital of the Company. Konstantinos Kolokasidis owns 950 shares as of 31.12.2009, which represents 0.13% of the capital of the Company. Lilian Vaharidi owns 3,000 shares as of 31.12.2009, which represents 0.42% of the capital of the Company.

STOCK PRICE FLUCTUATION

The market value of the shares at the moment is 4.60 BGN and the capitalization is 3,261,600.00 BGN (last trading date 03.12.2009).

© BARCODE GAME™ ACHIEVED 73% PARTICIPATION IN THE PROMOTIONAL ACTIVITY OF ADVERTISING PRODIGY AD FOR VODAFONE

ADVERTISING PRODIGY AD achieved more than 73% participation in promotional activity in its last campaign for Vodafone. The promotion took place during the Christmas Holidays in The Mall Athens. This is a record high result and represents an increase of more than 1,000% of the redemption rate of the consumers' participation to promotions (73% participation is compared with the common 7% participation of any promotion activity according to official advertising European researches). All visitors of The Mall Athens had the opportunity to take their unique ©Barcode Game™ card, to participate in the game into the Vodafone store and receive instantly their promotion gift.

Compared with the common 7% promotional activity in campaigns, the first promotion that applied the ©Barcode game™ technology has reached 21%, followed by 42% in the second year after its creation, to conquer the peak of 73% in the last campaign.

The Executive Director of ADVERTISING PRODIGY AD Nikos Asikis says: "We are very pleased that this campaign demonstrates the effectiveness of the approach and the success of the new marketing tool ©Barcode game™. Our main strategy is that everyone wins instantly through the use of high end technology. According to marketing researches which analyze the promotions, consumers no longer believe in lotteries, even if the gifts have great value, they prefer to win for sure and instantly a promotion gift even if it has a small value. ©Barcode game™ offers, 100% measurable results, amazing increase in participation of the consumers to the promotions and growth on sales up to 65% during the period of the promotion. In these difficult market days a new fresh marketing tool like this is the best choice for any kind of one to one marketing campaign"

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