

Press release

Sender Corporate Communications, Isabel Ossenberg
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Concerning 2011 Design Award of the Federal Republic of Germany

Interbrand receives 2011 Design Award of the Federal Republic of Germany

Interbrand awarded the German Design Prize in Silver for its redesign for CSC

Munich, 16 February 2011 – Interbrand, the world's leading brand consultancy, is among this year's winners of the Design Prize of the Federal Republic of Germany, the country's highest honor in the area of design. The German Design Council announced the award last Friday at the opening of the Ambiente trade fair. Interbrand received the coveted Design Prize in Silver for its rebranding efforts for the technology company CSC.

In conferring the honor, the panel of judges issued this statement: "Do you know CSC? Well, this American IT company is one of the 500 largest firms in the world, employs some 95,000 staff and generates annual sales of some \$16 billion. But that is often how it is with consultancies and service providers: it is not easy to make yourself visible. So the branding specialists from Interbrand developed a powerful new corporate design for CSC that avoids being assigned to a design epoch and consequently has already advanced to become a modern classic. Timeless. Which really is an art."

"With the help of its unique brand identity, CSC has succeeded in positioning itself as an innovator. We are very pleased that the Design Council has recognized our work for CSC and thereby honored our client for its courageous decision to pursue a pioneering approach. The award confirms that investments in branding pay off, and that strategic communication results in long-term success," said Andreas Rotzler, Chief Creative Officer at Interbrand Central and Eastern Europe, who accepted the award on behalf of his colleagues at Interbrand New York.

A renowned panel of judges selected five gold and 19 silver award winners from a field of more than 1500 nominations. Five gold and 20 silver awards were conferred in the area of product design.

The Design Award of the Federal Republic of Germany is the country's highest official design commendation. It is judged by the German Design Council under the auspices of the Federal Minister of Economics and Technology. Within the industry, it is considered the "Prize of Prizes" for two reasons. First, it is not possible to "apply" for this award. To be considered, projects must be nominated by the economics ministries or senators of the federal states or by the Federal Ministry of Economics and Technology. In addition, only projects that have already received a national or international award are eligible for consideration. Simply being nominated for the "Prize of Prizes" for outstanding achievement in the fields of product and communication design is an honor in itself.

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About Interbrand

Founded in 1974, Interbrand is recognized for being at the forefront of the dialogue on brands as business assets. Today, Interbrand is among the largest brand consultancies and has grown to include 40 offices in 25 countries. Its combination of rigorous strategy and analytics with world-class design creativity help its clients to create and manage brand value in all market dynamics. It is widely respected for its annual study, The Best Global Brands, and for creating a broader platform for the discussion of brands on the Webby-award winning website brandchannel.com. For more on Interbrand, visit www.interbrand.com.