

MADISON WORLD to handle LEVI'S account
-To offer all the benefits of Specialization through a single window

Mumbai, September 8, 2008: Madison World, India's largest Indian-owned, diversified Communication group with 20 units across 10 specialized functions in different areas of communication has started a new journey in a new direction by winning the account of Levi Strauss & Company, offering an integrated service to this venerable advertiser.

The Company has appointed Madison World to handle its Media, PR, Outdoor, BTL and Celebrity/Entertainment portfolio. This is the first time that Madison World is offering a client an Integrated service backed by its Specialist units.

The Company has appointed Madison World for all its brands, Levi's, Dockers and Levi's Signature.

Says **Sam Balsara**, Chairman Madison World, *"We are delighted that yet another global and highly regarded and pedigreed brand has chosen Madison. This is the first time that we are offering an integrated service to a Client. The attempt is to offer to Levi's the best of both worlds, Integration and Specialization. I am sure we will face some challenges, but we are confident that we will overcome them and this will help start a new chapter in the short history of Madison"*.

Says Shumone Jaya Chatterjee, Managing Director of Levi Strauss (India) Pvt. Ltd., *"We have been marketing to youth and young adults in India for the last 14 years and have reached a stage where our brands are well distributed and strongly positioned as category leaders. The challenge now is to expand the size of each of our segments through reaching our target consumers effectively, consistently and inspiring them with compelling messages. We believe that Madison, with their well-integrated services and their almost-proprietary passion will be a strong and strategic partner to have in building new communication and media paradigms appropriate for youth in the 21st century in India."*

MADISON

Madison World is India's largest, Indian owned diversified communication group with specialist units in Advertising, Media, Outdoor, PR, Rural, Retail, Entertainment, BTL, Mobile, Sports and Events; employing over 600 communication professionals across 7 cities in India, Sri Lanka and Thailand, with a gross media billing of over Rs.2000 crore.