

CALYPTUS

Paris, January 12th, 2009

Creation of Calyptus Corporate International

Calyptus, named financial communications agency of the year in 2007, has just opened its Calyptus Corporate International division, dedicated to corporate communications in Europe and emerging countries, with a particular focus on India.

The new department is headed by Alpana Kar, who has over 20 years experience in public relations and journalism.

Alexis Breton, public affairs and corporate communications consultant, will be the number two in this department. Since their arrival in September 2008, the agency has signed four new mid or long term communications contracts.

Calyptus is in this way expanding its capabilities for operating across all of a company's functional divisions. Specialized up until now in economic and financial communications (investor relations, financial publications, economic and financial press relations, etc.), the agency is further strengthening its Corporate Communications offering, notably supplementing it with expertise on public relations, public affairs, crisis communications and internal communications.

For Philippe Calleux, Calyptus' Chairman: *"The decision to set up the international corporate department was taken well before the markets collapsed. It reflects a commitment to ending the artificial boundary between communications for shareholders and communications for the various other stakeholders"*.

Mathieu Calleux, Calyptus' Chief Executive Officer, confirms: *"With a wider range of services, and a stronger international dimension, Calyptus is consolidating its position with listed French companies, while opening up new markets. By putting at the head of this department two recognized professionals, who share our values and ambitions, we are giving ourselves the means to rapidly implement our development strategy. And it is already starting to bear fruit"*.

Alpana Kar, 45, has joined Calyptus as a Director International to head up the Calyptus Corporate division. Alpana has over 20 years experience as a TV journalist then a public relations consultant on European and Asian markets.

In this way, her mission will also be to develop a specialized communications activity on emerging markets. With this unique offering in Europe, Calyptus is going to accompany international groups - from both hemispheres – as they conquer new markets and establish their image internationally.

Before joining Calyptus, Alpana Kar was Vice President of Edelman France, notably in charge of coordinating the network of correspondents for the Europe, Middle East and Africa (EMEA) region.

Alexis Breton has joined Calyptus as a Corporate and Public Affairs Consultant.

His mission will consist in helping our clients to implement their corporate communications strategy and their lobbying actions, both in France and abroad.

Alexis was previously a senior consultant within the Public Affairs Department at Edelman Paris.

He began his career in the lobbying firm SCH Consultants.

About Calyptus

Calyptus is a human-size corporate and financial communications agency. It helps businesses – small or large – to better determine their identity and inspire confidence, set against the growing number of stakeholders, the globalization of the markets and heightened competition to find capital.

Calyptus has developed an original vision of its business at the crossroads for corporate and financial communications. With its tailor-made approach, the agency's offering is concentrated on consulting activities, which enables it to offer commitment, motivation and effectiveness for each one of its clients each day.

Calyptus has around 40 client companies, including *ADL Partners, Boizel Chanoine Champagnes, Calyon, Gecina, Guyenne et Gascogne, Harvest, Kindy, Léon de Bruxelles, Maesa, Nexans, Parrot, PCAS, Press Index, Prodware, Promeo, Quantel, Rentabiliweb, Rougier and Weborama.*