

PRESS RELEASE

STABILO steps up its virtual commitment

Competition in Second Life and the STABILO online comic platform set new milestones in the writing instruments sector.

Heroldsberg/Virtual World. Following its surprising promotions in "real" life, STABILO will now also be stepping up its virtual commitment over the next few months. STABILO is the first company in the writing instruments sector to venture entering the virtual world of "Second Life" (SL). From January, the aim is to get SL avatars onto the scent of the STABILO trend brand with a STABILO BOSS MINI competition. With "Toonity", another of its online appearances, STABILO is offering a global platform for comic fans. In addition to this, the newly designed company internet site www.stabilo.com should allow individual, modern dialogue to be held with the target group. Under the motto "STABILO for life", from the end of January 2008, interactivity will never have been so much fun.

With its reinforced virtual commitment, this internationally renowned writing instruments manufacturer should once again cause a sensation throughout the writing instruments world and beyond.

Among comic buddies

Over the course of the past few years, STABILO has consistently been part of the comic scene with its "comic campus", Europe's largest manga and comic drawing competition. The next logical step towards the target group's world comes in the form of "www.toonity.com", a platform for comic fans - and thus the first ever online community worldwide. From January, "become a toonity" will be your opportunity to invite friends, present your own comics and exchange scene news and information, or in a nutshell: have fun. The comic portal is international. Whether you speak German, French, English or Spanish - comics are understood all over the world. With the integral comic creator, even beginners can successfully create funny comics in the blink of an eye, or more precisely, at the click of a mouse.

The (BOSS MINI) monster makes sure there is action in Second Life

Image counts: STABILO's intention is to also appear in the virtual world of Second Life in the same way as in real life - as a writing instrument manufacturer who has successfully managed to continually present itself as being authentic, trendy and having its finger on the pulse over the last few years. As the only company from the real world of pen and pencils, it will be attracting SL avatars from all over the world to the colorful STABILO trail with a fun competition. A snapshot taken with the monster will act as proof that the meeting took place and can be uploaded here: www.stabilo.com/secondlife
The reward will come in the form of in-demand real-life prizes.

Interactive brand experience

Just like the motto "STABILO for life", the redesigned internet appearance now offers every user just the right introduction into the STABILO brand and product world. The information desired can be found more quickly and precisely than ever before.