

PRESS RELEASE

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PEDAL POWER VIDEO

1ST USE OF VIDEO ADVERTISING TECHNOLOGY ON CYCLES

Promo bikes using interact graphics and video technology will be cycling around London for the first time today as part of a brand raising campaign for NIDO aimed at central London students. The unique 'Promodigital' bikes will be capturing and displaying images of students near London Metropolitan University. The bikes, which have an outdoor 37" LCD screen and media player, have been developed specifically for the 'Get Your Face Out!' viral campaign by PROMOGROUP LTD. for REDCOW CREATIVE, an independent creative and marketing agency, and their client NIDO.

NIDO offers stylish, purpose-built student accommodation in the heart of London at their Kings Cross and, from 2010, their new Spitalfields site (www.nidostudentliving.com). The promotion is part of the 'GET YOUR FACE OUT!'* photo competition which encourages students to enter creative shots of their face at www.getyourfaceout.com. The winner of the public vote gets to be the face of the brand for 2010 and wins over £4,000 in prizes*. The promo bike will be supported by a branded coffee wagon offering free coffee to students at the Goulston Road (EC1) campus.

"The Promodigital bike incorporates an outdoor 37" LCD screen and media player capable of playing adverts or content in several formats including video, slide show and stills, all audio enabled. The Promodigital bike will be able to work in the centre of towns and cities interacting with the target audience in an engaging and eye-catching way. This digital technology will allow the successful Promobikes concept to develop further as an effective experiential proposition".

"Promogroup Ltd is pleased that NIDO has chosen to be the first client to utilise its innovative Promodigital bikes in the UK" said Mark Dawson, Managing Director of Promogroup.

Maureen McDermott, Manager of Student Accommodation at NIDO said: “We’re delighted to be showcasing these unique video promobikes for the first time as part of the NIDO ‘Get Your Face Out!’ photo competition. They’re a fun, interactive, and a great way to engage our core audience”.

ENDS

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***About the NIDO ‘Get Your Face Out!’ photo competition**

Developed by Redcow Creative, the campaign aims to raise brand awareness of NIDO amongst London-based students by encouraging creative entries to the photo competition. The campaign is web-based and designed to be viral – with entrants using the dedicated site, Twitter and Facebook to drive votes for their own entries. The 50 finalist chosen by the public vote will be invited to an exclusive party and exhibition at the Old Truman Brewery on Brick Lane on the 8th October 2009, where the ultimate winner will be revealed. The 1st prize winner gets £1,000 towards student tuition fees and 3 months rent free accommodation at Nido London. The 2nd place wins a MacBook and one lucky voter will win a digital camera each month of the competition. The competition closes on the 1st October (midnight). Terms and conditions apply.