

Carl Zeiss Meditec AG Use Innovative Marketing Solution from Virtue

London, UK – 15 April 2004

Virtue Communications (“Virtue”), a leading provider of online corporate communications solutions today announces that Carl Zeiss Meditec AG, one of the global leaders in the optical and opto-electronic industries has selected it to provide an innovative online solution to support its UK market strategy.

Carl Zeiss has experienced a depressed UK market for its excimer laser product caused in large part by negative publicity associated with corrective eye laser surgery and less than desirable product awareness. To improve the profile of laser corrective surgery and promote Carl Zeiss excimer laser technology to surgeons and patients, the company has set up a series of seminars which will be complemented by video webcasts. The webcasts, which illustrate the complete procedure from diagnosis to treatment by a renowned surgeon, are to be provided for both potential patients and surgeons.

Tony Campion, Regional Manager, Ophthalmic Lasers, Carl Zeiss Ltd., said: “A timely and contemporary approach to our problem is seen as a necessary pathway to change. The solution using the hands-on talents of Virtue is proving to be the swiftest, conscientious and comprehensive route to achieving our aim”.

The combination of online webcasts and an ongoing seminar program has reinforced the company and product benefits in a credible clinical setting. The program resulted in increased sales enquiries and a general improvement in the confidence amongst the UK population considering laser surgery.

Klaus Ackerstaff, CEO Virtue, said: “Anytime we see leading organisations using our solutions for exciting and new applications, it stresses the quality of our products and services as well as their ability to deliver value. The use of webcasting continues to broaden within corporate environments, as we now regularly see it used for very diverse applications where other mediums are incapable or too costly.”

About Virtue Communications

Virtue Communications, part of Virtue Broadcasting Plc, is a leading corporate communications solutions provider in Europe and Asia Pacific enabling corporations to communicate both internally and externally, to support their business goals, cost-effectively. Virtue provides organisations with the technology infrastructure and software solutions that empower them to create and deliver communication messages, complementing their global communications strategies. It is headquartered in London, and has offices in Zurich, Frankfurt, Stockholm, Madrid and Sydney.

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