

WHEEL GROUP FORMS SPECIALIST UNITS

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Wheel is to focus on specialist industry areas.

London 08.04.02 – Wheel Group, the digital media organisation, is to realign its business to take advantage of its specialist areas of knowledge in retail, financial services, entertainment and luxury goods.

The new units within Wheel Group will be known as Wheel:Retail, Wheel:Financial and Foresight (which will specialise in entertainment and luxury goods). Significant current clients in the retail space are, Marks and Spencer, Safeway and Early Learning Centre, in the financial services space are, Abbey National, National Savings and Halifax Bank of Scotland (HBoS) and in the entertainment and luxury goods space are 20th Century Fox, Paul Smith and Dior.

Philip Hunt, Chief Executive of Wheel Group, said : "By having three targeted propositions, we feel that we are better able to help our clients maximise customer value using interactive media. We have some of the biggest names as existing clients in the three distinct areas, and we are keen to work with and add to these. By operating in this more specialised way, we can offer specific solutions to specific sectors."

Wheel Group launches its new structure on 10.04.02.

See <http://www.wheel.co.uk>

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About Wheel Group

Wheel Group creates active experiences of brands in all digital and traditional channels. It advises on, creates, designs and develops solutions covering Internet, iTV, wireless and traditional media. With over 90 employees it has a broad range of clients which include Marks & Spencer, Abbey National, Safeway, Halifax Bank of Scotland Group, Dior and Cerruti. Wheel Group is owned by Primedia. See <http://www.wheel.co.uk>

