

Press Release

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Land Securities Group PLC (“Land Securities”)

A short-term Valentine’s fling for advertisers

- Bookings open for short-term Valentine’s Day advertising on the world-famous Piccadilly Circus advertising site
- Public also invited to post their own romantic messages

The owner of the world-famous Piccadilly Lights advertising site is now taking bookings for short-term tactical advertising in the lead-up to Valentine’s Day.

Land Securities, the UK’s leading property developer, which has owned the iconic site at Piccadilly Circus since the 1970s, is also taking bookings for personal messages from members of the public to go up on its screen in time for 14 February.



Prior to the launch of the Piccadilly Lite sign, which uses LEDs to run digital sequences that can be regularly changed or updated, advertisers had to sign up for leases of 10-20 years.

But now, companies need not make such a long-term commitment, with shorter-term slots available for brands that wish to advertise tactically around events such as Valentine’s Day.

All eyes will be on the screens this year as, for the first time, slots are also available to buy by the minute for romantic personal messages as part of Land Securities’

LoveLite service. This is a Valentine’s gift idea for the brave or the seriously smitten – prices start at £1,000 a minute – but, with over one million people passing through Piccadilly Circus each week, it’s undeniably effective.

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Iconic brands which advertise at the site, such as Coca-Cola, McDonald's and Samsung, use the same LED technology to run sequences that can be changed regularly, allowing them to advertise around specific campaigns or product launches.

Richard Glassborow, Senior Marketing Manager for Land Securities' London Portfolio, said: "Our new technology is great for brands who want to advertise on a more flexible basis and leverage calendar events like Valentine's Day. It presents a real opportunity for businesses such as jewellers, florists and lingerie retailers, for whom Valentine's Day represents an important commercial peak. Piccadilly Lite also makes it possible for the public to take advantage of one of the world's most iconic advertising slots."

To find out more and book your slot, visit www.piccadillylights.com.

-Ends-

Notes to editors

Land Securities is the UK's leading real estate investment trust. Half of its multi-billion pound portfolio is in London, where it owns many landmark buildings such as the Piccadilly Lights and Westminster City Hall and is developing some of the capital's most innovative mixed-use schemes, such as 20 Fenchurch Street in the City of London and New Street Square in mid-town. www.capitalcommitment.co.uk .

About Piccadilly Lite

- The famous Piccadilly Circus spectacular lights have been visible since Edwardian times. Perrier, for instance, had an illuminated sign there in 1908.
- Throughout the years, advertisers have taken long term (up to 20 year) leases on this site.
- Modern digital signage uses Light Emitting Diodes (LEDs) to form pixels, which projects images and can provide a quick change, variable programme.
- Advertisers at Piccadilly Lights, such as Coca-Cola, McDonald's and Samsung, use LED signs to run sequences that can be changed regularly and feature different brands and products from their portfolios.
- The same technology has been acquired by Land Securities Properties Limited, the Piccadilly site owners, to enable this new sign, Piccadilly Lite, to offer this change. The public can now post messages using the same technology on the new 'Piccadilly Lite' sign.
- Over one million people pass through Piccadilly Circus each week.
- Barco, Europe's leading OOH digital media supplier and one of the world's largest LED manufacturers has been selected to provide both the digital screen and the creative/operational software.

For further information, please contact:

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Laura Castle/Lotte Jones

Tel: 020 7260 2700

Email: firstname.lastname@bluerubicon.com