

27.09.07

Land Securities Group PLC ("Land Securities")

# Land Securities casts more brands in lights

## Short term advertising displays available for first time in a century

Land Securities is making it possible to advertise on a short term basis at the world famous Piccadilly Lights complex for the first time in almost 100 years. The service will be available from 1 December 2007.

The UK's leading real estate investment trust, which has owned the iconic site since the 1970s, has developed a new offering, 'Piccadilly Lite'. Piccadilly Lite uses LED signs to run digital sequences that can be regularly changed or updated, making them accessible at short notice for specific time periods. It will allow brand owners to advertise tactically around specific campaigns or product launches. Previously brands had to sign up for typically 10 year leases at the iconic site.

Commenting, James Birkett, Asset Manager for Land Securities' London Portfolio, said: "Piccadilly Lite is a prime example of how recent technology enhancements are shaping how we may communicate to the consumer. We are excited that we can make it possible for UK and international brands to advertise in this unique location on short term contracts and at short notice, for the first time in almost a century.

Our investment in the new LED digital technology recognises that brands want to capitalise on the one million people who pass through Piccadilly Circus every week, and they want advertising campaigns of that scale on a more strategic time basis. Piccadilly Lite will meet this need perfectly."

MT2 Limited is responsible for booking and running the advertisements at Piccadilly Lights. To book advertising, please contact MT2 Limited on 01844 345 548.

Land Securities is the UK's leading real estate investment trust. Our national portfolio of commercial property, worth many billions of pounds, includes some of Britain's best-known shopping centres, such as the Birmingham Bullring and Gunwharf Quays in Portsmouth, as well as London landmarks such as the Piccadilly Lights and Westminster City Hall. We are leading urban renaissance through our billion pound development programme, transforming Exeter, Bristol and Cardiff city centres as well as key sites in Central London. We are also one of the leading names in property outsourcing and through urban community development are involved in long-term, large-scale regeneration projects in the south-east. [www.landsecurities.com](http://www.landsecurities.com)

MT2 Limited offers specialist media and marketing services for its clients. Neill Macklin of MT2 has represented the Piccadilly Lights site for over 20 years.

## • 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 their years, advertisers have taken long term (up to 20 years) leases on this site.

• Modern digital signage using Light Emitting Diodes (LED's) to form pixels, which project images and can provide a quick change, variable programme.

• Advertisers at Piccadilly Lights, such as Coca Cola, McDonalds 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 spectacular site owners, to enable this new sign Piccadilly Lite to offer this change.

• Barco, Europe's leading OOH digital media supplier and one of the world's largest LED manufacturers have been selected to provide both the digital screen and the creative/operational software.

Over one million people pass through Piccadilly Circus each week and can see the messages and the advertisements. (research conducted 2004)

For further information, please contact:

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