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Land Securities Group PLC ("Land Securities")

# Your Christmas wishes in lights...Piccadilly Lights

As shoppers start their Christmas dash, Land Securities has solved all those worries about finding a gift that says it all for the one they love – their name on Piccadilly Circus!

A new LED screen will be placed over the Piccadilly Circus/Regent Street axis, and, for the first time ever, will allow people to post personal, rolling messages for all to see. The new sign will stand alongside the existing advertising for brands such as McDonald's and Coca Cola and will be called Piccadilly Lite.

The Piccadilly Lite screen will allow you to choose to broadcast from 1 minute up to 10 minutes – depending on how much you have to say....and it's not as expensive as you might think, as James Birkett, Asset Manager for Land Securities' London Portfolio, explains:

"For the first time, people as well as brands will be able to post timely messages for Piccadilly Circus to see. Members of the public can get their completed message seen for £1,000 per minute."

"Piccadilly Lights is recognised as an icon all over the world and we are excited to be moving it into this new phase. Opening the site for Christmas will certainly provide an interesting present idea for many, but we intend this to be a permanent fixture – with continued opportunities throughout the year."

To start with, personal messages will be limited to about ten minutes of the day, with the rest of the time being allocated to advertising. Move fast and be amongst the first to book your slot for this original and unique opportunity by visiting: [www.piccadillylights.com](http://www.piccadillylights.com)

For further info, including images and interviews with Land Securities, please contact:

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## Notes to editor:

- The addition of Piccadilly Lite will not change or alter the existence of current brands which are based on Piccadilly lights. These include: Samsung, McDonald's, Coca Cola, TDK and Sanyo
- The new animated LED screen will be 24.6m by 2.02m. This screen will be named Piccadilly Lite and time slots for personal messages will take up to 10 minutes a day at a rate of £1,000 per minute. This fee was correct at time of publication. Subject to availability and potentially subject to change on a bespoke basis.
- The original Piccadilly Circus, built in 1819 and "Sky Signs" were built above the existing building rooflines in 1893. For more history about the site and images to illustrate its story, please visit: [www.piccadillylights.com](http://www.piccadillylights.com)
- 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 are 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. Land Securities' investment portfolio also includes around 60 retail parks and shopping centres such as the Bullring in Birmingham. It is also one of the leading names in property outsourcing, and through urban community development is involved in long-term, large-scale regeneration projects in the south-east.