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Land Securities Group PLC ("Land Securities")

Piccadilly Lights goes live

A new website celebrating London's much loved landmark, Piccadilly Lights, has now gone live. Using a clear, crisp colour palette and distinct graphics, the site aims to guide visitors, exploring how the building has become so ingrained into London's history and also become a crucial tool for brands that want to explore more about what advertising opportunities it can offer them.

The website launch comes just before a new phase in the life of Piccadilly Lights. In December 2007 a new LED screen will be placed over the Piccadilly Circus/Regent Street axis, and, for the first time ever, will allow 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. 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.

As James Birkett, Asset Manager for Land Securities' London Portfolio explains, the website helps with this new stage of development:

"The main aim was to give all our audiences relevant 'food for thought' in the form of facts and statistics. For this reason we have separated the website into information about Piccadilly Lights 'the building' and the new Piccadilly Lite 'the screen'. We were keen that the site was not too text-heavy and that people were given bite size amounts of information that might be either amusing or informative, depending on their needs."

"It is important that the website functions as a tool for our business. The rate card and specification information and many of the facts and statistics about the site are key for a potential advertiser, and through centralising the information in a vibrant and up-to-date website, it allows us to engage potential clients from the moment they log on."

With the addition of Piccadilly Lite, Land Securities is now opening the window to a whole new audience of potential purchasers. In order to try out how their messages will look, brand representatives and members of the public will all be able to experiment on an interactive section of the site too – a real chance to see their message in lights.

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

If you are a brand or an individual interested in the opportunities at Piccadilly Lights or just want to find out more about the site, please visit 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. The remaining time will be taken up with brand advertising, starting at two weeks, 30 second sequence packages for just £3,360. This fee was correct at time of publication and potentially subject to change on a bespoke basis
- Land Securities worked with Design Agencies, Hat-Trick and Bounce Digital, to create the website
- 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.