

ANNOUNCEMENT

The Marketing Executive Circle and the CMO Council sign partnership agreement

Brussels, 06 October 2008 – The Marketing Executive Circle, Belgium's premier marketing think-tank, announces it has signed an exclusive partnership agreement with the Chief Marketing Officer (CMO) Council, the world's most influential network of global senior marketing executives and brand decision makers. The CMO Council's 3,500 members control more than \$90 billion in aggregated annual marketing expenditures for running complex, distributed marketing and sales operations worldwide. In total, the CMO Council and its strategic interest communities include over 6,000 global executives across 57 countries.

Upon the terms of the agreement, the Marketing Executive Circle will promote the Council's events, surveys, content and membership to its fellow members base in exclusivity for Belgium. The Circle will also ensure the voice of the community of Belgian chief marketing officers is heard within the Council's various strategic interest research initiatives (CLOSE, Calibrate How You Operate, Precision Promotion...) under the form of white papers, opinions and surveys. It will also promote the participation of Belgium's chief marketing officers to the yearly Marketing Outlook initiative, the largest independent assessment of marketing executives available today, organized by the CMO Council and benchmarking the state of marketing. Finally, the Marketing Executive Circle will have priority access to the CMO Council's content and resources, for the benefits of its Fellow Members.

According to Alain Vande Kerkhove, Managing Director of the Marketing Executive Circle, this partnership is of very high value as it will work to keep Belgian senior marketers informed on the needs, challenges and requirements of a changing world through thought leadership content, news and reports from the CMO Council. In addition to this, having a local point of contact will help the CMO Council get relevant input from the Belgian marketing community in terms of investments, best practices and initiatives and to benchmark them with those of other countries.

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About The Marketing Executive Circle

The Marketing Executive Circle is an exclusive think-tank gathering Chief Marketing Officers and Chief Commercial Officers from Belgium's foremost organizations across multiple sectors and markets. It also acts as an influential platform working to strengthen the stature, credibility and understanding of the strategic marketing and sales functions towards Boards, critical stakeholders and opinion leaders.

Website: www.marketingexecutivecircle.com

About The CMO Council

The Chief Marketing Officer (CMO) Council is dedicated to high-level knowledge exchange, thought leadership and personal relationship building among senior corporate marketing leaders and brand decision-makers across a wide-range of global industries. The CMO Council's 3,500 members control more than \$90 billion in aggregated annual marketing expenditures and run complex, distributed marketing and sales operations worldwide. In total, the CMO Council and its strategic interest communities include over 6,000 global executives across 57 countries.

Website: www.cmocouncil.org