

Berner – the strong brand

Direct seller repositions itself

Künzelsau, April 2008: "Experts with passion" – that is the new slogan of the Berner Group in Künzelsau, Germany. Customer surveys have repeatedly confirmed the three defining characteristics of the direct seller: Expertise, Partnership and Friendliness. It is this personal approach which the company wishes to draw attention to in future with its new positioning.

Berner will present itself under the single banner "Experts with passion" throughout Europe. "This emotional statement applies to us as well as to our customers", says Jörn Werner, Chief Executive Officer. "We are a company with character. That's what we want to highlight much more in future; that's what makes us different." Jörn Werner continues, "In contrast to many other companies, we don't talk about what we do but about who we are: Experts with passion!" Already today over 5000 Berner field representatives are living out the promise of the brand in their daily contact with customers.

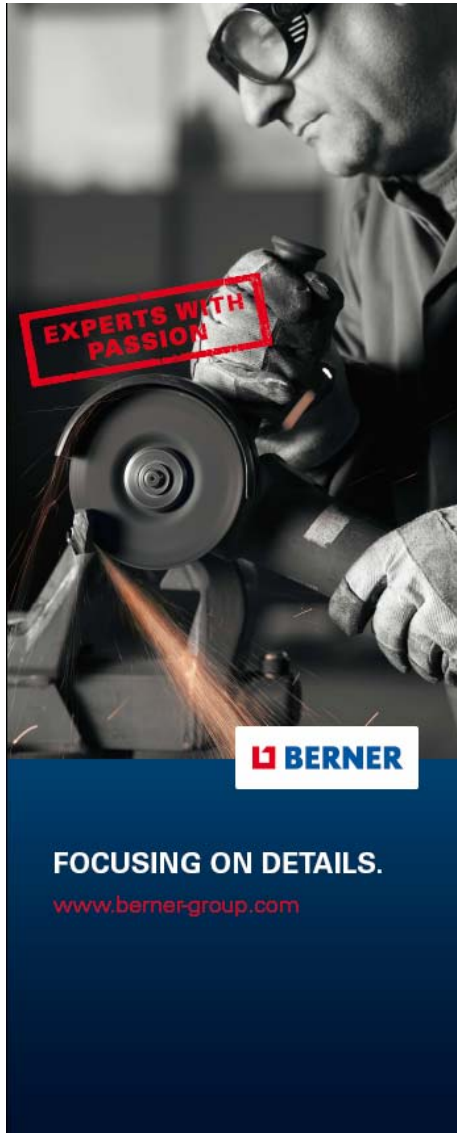
The new slogan combines knowledge with emotion, understanding with feeling and puts its finger on the Berner pulse, indicating how Berner employees approach their work. The new positioning is designed to increase recognition of the Berner brand and strengthen customers' trust in Berner as a partner. "Our brand should be as unique as a human finger print!" adds Jörn Werner.

The Berner Group

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**EXPERTS WITH
PASSION**



The new imagery points out:
People make the difference.