



PRESS INFORMATION

THE PREMIERE LAST-MINUTE OFFER FOR CELL PHONE TARIFFS – PEPPERMIND ESTABLISHES NEW BRAND “CRASH” FOR DEBITEL

Munich, 18th July 2007 – PEPPERMIND, the DIGITAL BUSINESS DESIGN unit within KOCHAN & PARTNER, has developed a brand identity for crash – debitel's new and revolutionary offer – creating a brand image and launching its online presence, as well as designing marketing and press material for the brand crash.

In addition, PEPPERMIND is responsible for the development of the brand's innovative sales mechanism, which follows the successful "countdown" principle – based on an idea by debitel. The marketing of the platform will be carried out by the Frankfurt-based specialist agency, Crossmedia.

With the new website, www.crash-tarife.de, Germany's leading service provider, debitel, has launched the world's first last-minute offer for mobile telecommunications. PEPPERMIND has worked for debitel since 1998 and is responsible for its online activities for new and existing customers as well as the wide-ranging retail extranet.

The new crash site is based on the corporate design and technical concept developed by the PEPPERMIND team under the leadership of Markus Greve, head of project management, and of Martin Summ, creative director of KOCHAN & PARTNER.

"It was a challenge – as well as a great deal of fun – to develop the corporate design and the Internet presence for this new brand," said Olaf Nies, managing director of Services and responsible for the debitel account.

"PEPPERMIND is a partner who provides us with extremely competent support in this exciting project. In particular, the team's creativity and passion in developing the brand and the sales mechanism has been key to the success of crash," stated Marcus Wagner from debitel's Alternative Sales Channels department.

The new crash.de website enables customers to spontaneously find low-cost cell phone tariffs. Thanks to the site's clear and intuitively designed user guidance, the visitor experience is positive and problem-free. A particular innovation: every 60 seconds, five debitel crash tariffs are released, along with a preview of the five of the coming minute. To obtain a deal, users have to be among the first to click on the offer. "Visitors can see at a glance how many of the most attractive contracts are still



available – and right from the first day, visitors were indeed very quick. We're very pleased with the launch," said Olaf Nies.

The crash cell phone tariffs (SIM-only) of 5, 9 or 13 eurocents per minute are valid for all networks across Germany and remain consistent around the clock. All tariff models include a monthly basis charge of Euro 2.95 plus a one-off charge of Euro 19.95 for the starter package. The crash5 tariff runs over a contractual period of six months, with all other tariffs having a twelve-month contract. All deals are SIM only: a price-subsidized cell phone is not offered. The new crash offers are available for the T-Mobile, E-Plus and O2 networks.

The last-minute cell phone tariffs from crash are attractive for all mobile communications customers who want to be able to make calls quickly, simply and cheaply – and all with debitel's proven high quality.

About PEPPERMIND Digital Business Design

Since 1995, PEPPERMIND Digital Business Design has been developing and implementing individual, high-quality and effective internet and multimedia productions which enable the successful creation of modern business processes – online and offline, stationary and mobile. The agency's client list includes Accor, debitel, Garibaldi, the Oldenbourg Wissenschaftsverlag and Studiosus Travel.

www.peppermind.de

Press contacts:

*kulow kommunikation

Cindy Ulitzsch

Tel.: +49 (40) 2351 7776

E-Mail: cu@kulow-kommunikation.com

debitel AG

Tanja Wilcke

Tel.: +49 (0) 711 721 - 7415

E-Mail: tanja.wilcke@de.debitel.com