



Press release – 10 December 2009

Promotion ran over seven months

## The 2009 Navigator Campaign clocks up record number of 1 million entries

- The 2009 Navigator campaign ran simultaneously in all countries where Navigator paper is sold: more than 80 countries over the five continents
- 333 Apple iPhones 3G awarded to the brand's consumers

The 2009 Navigator campaign, aimed at the brand's consumers around the world, recorded more than a million entries, representing growth of 49% in comparison with last year's promotion.

This year's campaign achieved an extraordinary increase in the number of entries and participants, from all over the world. Over a total of seven months, the campaign attracted nearly 300 thousand players, more than doubled the previous year's figure, with 333 iPhones being awarded.



Launched in April, the "Follow the Navigator and win" promotion invited users of the world's best-selling premium office paper brand to take part in an interactive game on the brand's website, at [www.navigator-paper.com](http://www.navigator-paper.com), in order to win one of the 333 Apple iPhones 3G available.

Thanks to global interactive campaigns through its website, the Navigator brand has further raised its profile and boosted consumer involvement with the brand. This was the fourth global campaign run by the Navigator brand. The main prize offered in the 2004 campaign consisted of tickets for the European Cup, in Portugal, which was sponsored by Navigator. Two years later, in 2006, the Navigator brand offered its consumers video Ipods. Last year, entrants were able to wind Tom Tom navigation systems.

Navigator will continue to use worldwide campaigns as a way of rewarding its consumers.

Also worthy of note is the fact that, despite the difficult economic situation in Europe and the corresponding impact on demand for office stationery, the Navigator brand continued to record growth of 9% in 2009.

### **About the Navigator brand**

Recently awarded performance certification by the Buyers Laboratory INC (BLI), the leading independent laboratory for testing office equipment which has worked to defend consumers since 1961, the Navigator brand has achieved international recognition of its prestige quality, asserting itself as the world leader in sales of premium office paper and one of Portugal's most successful brands around the world. Sold in more than 70 countries, the Navigator range has enjoyed high levels of growth, expanding its sales in the European market by 20% in 2008.

Today acknowledged internationally as a quality product, Navigator paper offers a number of enviable features: excellent performance in all office equipment, excellent printing quality in laser and inkjet printers,« and the fact that it is guaranteed 99.99% jam-free. The brand also boasts high levels of thickness and opacity, allowing for use on both sides, a smoothness unrivalled in the market, which also means a significant reduction in ink and toner consumption, as well as better quality printing, and very low levels of abrasiveness, contributing to the durability of equipment and lower maintenance costs.

[www.navigator-paper.com](http://www.navigator-paper.com)