

Press release – 18 September 2009

Competition a runaway success – soaring entry numbers

Navigator 2009 Campaign extended until the end of October

- Follow Navigator and win an Apple iPhone 3G
- Navigator 2009 promotion running simultaneously in all countries where Navigator paper is sold: more than 70 countries over five continents
- Use the promotional code printed on the back of the Navigator reams and enter the competition

Thanks to the success chalked up over the first five months, the Navigator 2009 Campaign, aimed at its consumers around the world, is being extended for a further month, up to the end of October.



Launched in April this year, the “Follow Navigator and win” promotion has allowed users of the world’s best selling premium office paper to enter a competition to win one of 333 Apple iPhones 3G, in the form of an interactive game on the brand’s website, at www.navigator-paper.com.

This year’s campaign has witnessed an extraordinary upsurge in entry numbers and participants, all round the world. A total of 700,000 entries were recorded during the first five months, a similar number to that for all seven months of the 2008 promotional campaign. The number of participants also jumped to around 250,000, from 132,000 in 2008. More than 250 iPhones have so far been awarded as prizes.

With the campaign extended for a further month, the brand’s consumers will have a further chance to follow Navigator and win a fantastic iPhone 3G.

To take part in the Navigator 2009 promo, all you need to do is buy a ream of Navigator paper, go to www.navigator-paper.com, watch the sequence of videos, enter the promotional code printed on the back of the reams and provide some basic information, such as your email address and country of origin.

www.navigator-paper.com