



Press Release – 12 November 2007

**Brand reinforces its good performance with principal partners**

**Soporset clients live an unforgettable experience at the legendary Monza racetrack.**

**Soporset Performance Experience @ Monza 2007** was the name of the initiative where, at the beginning of October, 83 clients of the Soporset brand were received, giving them an unforgettable experience full of emotion and with much adrenaline.

Portuguese, Spanish, French and Italian clients were present at the legendary Monza racetrack, where the highlights included both the opportunity to drive a Formula 3 car and also to feel the emotion of being in a Formula 1 car, driven by a professional driver at the actual speed of the *Grand Prix* competitions of this type.

The organization of this event, held at one of the world's best-known racetracks, marks the recent development in the brand image and communication concept, which associate Soporset with the characteristics of high performance motor sport, thus reinforcing its strong values: excellent performance and reliability, which in turn lead to outstanding print quality.

The clients present praised the originality and excellent organisation of the event which they said they would always remember. The initiative has certainly improved the relationship between the brand and its clients, which is an essential factor in the consolidation of the brand's leadership position in its market segment.

This was the second of three events organised this year by Soporset, which already in May had invited 50 clients to enjoy a day of strong racing emotions at the Rockingham Speedway, England. Also in October, the brand promoted another international event, with 120 clients from Central and Eastern Europe, this time at the EuroSpeedway in Lausitz, Germany.

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