

Press Information

MM MerchandisingMedia launches SevenBrandVentures with CONTENS

Munich, 01/28/2010 – MM MerchandisingMedia, the licensing, music, and commerce company of ProSiebenSat.1, has launched its investment initiative “SevenBrandVentures” with the content management systems (CMS) of CONTENS. On sevenbrandventures.de, the company provides information on the new business model of ProSiebenSat.1, to offer advertising time for revenue shares or equity stakes.

“SevenBrandVentures” is an initiative, by which ProSiebenSat.1 supports promising products and services with large-scale media services. The platform provides detailed information on the offers “Media for Revenue Share” and “Media for Equity”, and illustrates the entire scope of services of ProSiebenSat.1 for prospective customers.

With SevenBrandVentures, companies who have not considered television advertising, are offered access to free-spending target groups. The website was launched at the end of 2009. Since then, more than one hundred and thirty projects have been reviewed and analyzed. Ten campaigns have been aired or are running with TV spots, among them the cell phone recycling portal Zoozoo, the lemonade Chabeso, the immune cure Kijimea, and the watchmaker Hanhart.

For a quick and dynamic realization of the information portal, MM MerchandisingMedia relied on the proven relationship with CONTENS. The uncomplicated implementation of the CMS as well as the user-friendly interface for editors convinced the MM MerchandisingMedia executives.

About the MM MerchandisingMedia GmbH

MM MerchandisingMedia is the licensing, music, and commerce agency of ProSiebenSat.1. All merchandising activities of the group are directed by MM MerchandisingMedia GmbH, one of the biggest licensing agencies in Europe.

The company supervises the business areas licensing, music, as well as the teleshopping commerce. Together with SevenOne Intermedia and SevenSenses,

MM MerchandisingMedia is part of the business unit diversification at ProSiebenSat.1 Media AG.

About CONTENS Software GmbH

CONTENS Software GmbH provides content management software (CMS) and social software solutions for companies with sophisticated online communication needs.

Its line of products meets the demands of businesses from small online editors to international companies. With the help of CONTENS' platform-independent CMS products and social software solutions, businesses can realize even extensive online projects within a very short amount of time and without any prior programming knowledge being required.

Several well-known companies rely on the content management products provided by CONTENS, such as Adecco, Böllhoff, Brose, the Concordia Insurance Group, Eli Lilly, the HVB BKK, John Deere, the cantons of Aargau and Freiburg, the Max Planck society, McDonald's Deutschland Inc., manager-lounge, Mövenpick Hotels & Resorts, the Oettinger Imex AG, Ratiopharm, RTL interactive, Schwyzer Kantonalbank, Siemens TS, the city of Biel, T-Mobile and UniCredit Direct Services.

Further information

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