

PRESS RELEASE

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THE NAMEWORKS CHANGES ITS NAME TO ZIGILA IN PREPARATION FOR INTERNATIONAL EXPANSION

As from 7 June 2006 the name creation agency The NameWorks will be known as Zigila as the company prepares for international expansion. Having entered into an exclusive collaboration with Thomson CompuMark, the world leader in the field of (legal) trademark information, over the next few years the office in Zeist will become an extensive international network of offices and strategic partners. A new name was called for because names that are confusingly similar to The NameWorks trademark have already been registered in some of the countries in which the agency is planning to operate.

The internationalisation caters for the increasing demand for name creation specialists both nationally and internationally. 'More and more marketers are realising the importance of a distinctive, legally trademarked name that can be used internationally,' says managing partner Joachim ter Haar. 'In the face of globalisation companies are increasingly aware of the need to adopt international names that can be used in several language regions.' Zigila is one of the leading name creation agencies in Benelux and through international expansion it aims to become one of the top agencies in the world.

Up until now Zigila has served its international clients – which make up the vast majority of its portfolio – from the office in Zeist. Hence when the Chinese electronics giant BBK was looking for a name that could be used worldwide, Zigila came up with the name OPPO. The management of the company was so pleased with the new name that it decided to adopt the new international name for the domestic market in China too. As the company expands projects will be carried out by Zigila's international network of local name creation specialists, and the work of creative experts, who operate from all over the world, will be directed from the head office in the Netherlands.

The name Zigila is the product of an intensive and meticulous naming process. Zigila is derived from the English word 'sigil', which means both seal and signature. 'Zigila is the quality hallmark of the names we create – personal and unique names that our clients can develop into a brand. It's our signature – and theirs,' says Ter Haar. The name Zigila has undergone linguistic screening and legal checks in 35 of the most important sales markets in the world.

Zigila has developed a clear and accessible multidisciplinary model that has enabled the agency to come up with names such as BeerTender, Telfort, NRC.NEXT, iDeal, Cendris, Independer and Lessini. Incorporating all of the communication, strategic, legal and linguistic aspects within a single model right from the start makes it possible to achieve an optimal result within just a few weeks. Zigila's business and strategic management is handled by specialists with an international marketing and legal background.

Zigila was set up by Robert Jan Heyning in 1992. His brother Dolph Heyning joined him as a director in 1998, and Joachim ter Haar became a partner in 2001. Zigila's many clients include companies such as Shell, SaraLee/DE, Mitsubishi, Philips, AKZO NOBEL, Schiphol Group, Heinz and ENECO among others.

NOTE TO THE EDITOR

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