

For Immediate Release:

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LAST EXIT LAUNCHES UK OFFICE AND EXPANDS DIGITAL CAPABILITIES
A New Office in London Chases Major Opportunities in UK Digital Market and Offers Comprehensive Creative Services.

The launch reunites founding partner & creative director, Nuri Djavit, with Fred Brown, who co-launched Deepend New York in 1999 at the height of the dotcom boom and who has been appointed partner & managing director, London. Together they built the very successful New York office; *Deepend was cited as a pioneer and rated World's #1 Creative Interactive Agency of its time.*

Nuri Djavit said: "LAST EXIT has enjoyed a very successful first few years, winning great briefs and repeat business from some big name clients and as the second digital revolution really gains momentum, we want to take the opportunity to extend our geographic reach and be able to make a stronger strategic, as well as creative, contribution to our clients' businesses. After the US, London is the largest digital market globally and is growing significantly. It's something we've been watching for many months and a great opportunity has presented itself. The timing was perfect and considering the long personal, collegiate and professional relationship Fred and I have had (almost 20 years now) it was simply a 'no-brainer'".

Paul Newnes, partner & commercial director said: "The skills and customer portfolio in the LAST EXIT London team are a great complement to the ours in New York. Specifically we we've broadened our offering to include more strategic, branding and search services to existing and new customers. It's refreshing to see that all four company principals hold the same ethos as to how to grow a company and best serve its customers. We are very excited by the opportunity for the company".

Last Exit is a Digital Agency. Since 2003 Last Exit has provided a range of digital services including strategy and research, campaign development, website design and build, search engine marketing and support and maintenance. With offices in New York and London, Last Exit serves a range of international and local business to consumer and business to business clients.

Last Exit numbers Viacom, Time Inc. and Ferragamo amongst its clients.



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