

## red dot award for Loewe 2008 annual report

Kronach. – The Loewe 2008 annual report has won the “red dot award: communication design”, presented on behalf of the Design Zentrums Nordrhein Westfalen by an international jury in acknowledgement of the high level of design quality in this central instrument of capital market communication.

“We’re delighted at this great recognition”, emphasised Loewe CFO Oliver Seidl at the award ceremony, “as it shows that we are able to impress not only through our open, trustworthy communication, but also through the design of our annual report.”

A total of 6,112 documents from 42 countries were submitted. The winners are published in the “international yearbook communication design” and displayed at the “Winners’ exhibition” in the red dot museum in Essen.

The Loewe 2008 annual report has also already received the iF communication design award 2009 in the “print media” category. Design and realisation of the report were completed in conjunction with the agency Kuhn, Kammann & Kuhn of Cologne. With its minimalist, clear design and imagery, the Loewe 2008 annual report sets creative standards. The 148-page report documents the most successful financial year in Loewe’s history – and in the midst of a global recession, at that. With the core message “what matters” acting as a guide, the agency aimed to translate the company philosophy and the aesthetic of the home entertainment products to the print medium. “Consistent communication is one of the cornerstones of our premium strategy”, said Oliver Seidl. Kuhn, Kammann & Kuhn and Loewe have been cooperating successfully for almost ten years.

As recently as June this year, Loewe’s capital market communication was ranked at an outstanding second place in a European survey of almost 400 analysts and fund managers carried out by Capital finance magazine and the Society of Investment Professionals in Germany (DVFA). Companies receive this “Capital Investor Relations Prize” for especially prudent and credible communication.

Contact:

**Loewe AG**

Industriestraße 11

D-96317 Kronach

**LOEWE.**

Tel.: +49 (0)9261 99-217

Fax: +49 (0)9261 99-444

<http://www.loewe.de>

[presse@loewe.de](mailto:presse@loewe.de)

**LOEWE.**