



International Retail Firm Selects New Ad Concept via BootB

Russian creative talents awarded for “Wild Prices”; ad campaign to launch in Italy this spring

Wilmington, Delaware – Feb. 5, 2008 – BootB, dedicated to revolutionizing the advertising industry, today announced that Auchan Italy has selected the concept for its “Auchan Spring Anniversary” advertising campaign via BootB’s online creative marketplace, www.BootB.com. The winning idea was submitted by creative professionals working in the Moscow office of an American advertising agency.

[BootB](http://www.BootB.com), launched in November 2007, is an online marketplace that allows anyone anywhere to respond to the creative briefs of major companies and be paid professional fees for their ideas. Auchan, headquartered in Croix, France, is an international retail firm and one of the world’s principal distribution groups with a presence in 12 countries and 200,000 employees. Auchan posted a brief on BootB hoping to receive fresh, new ideas for its advertising campaign that is planned to launch in Italy this spring. In response to the Auchan brief, BootB received 38 submissions from 18 countries.

Alexey Smirnov, the team leader of the Russian-based creatives, united his friends during the New Years holiday to develop the chosen concept, “Wild Prices.” For every brief posted on BootB the client must post a budget, paid in advance via an ESCROW account. The Russian-based creatives will receive \$19,800 USD for their idea.

“New Year holidays are quite long in Russia so I thought it would be better to have something exciting to do rather than sit and do nothing. And BootB, being a sort of 2008 Santa, promised a reward for this work,” said Smirnov. “Some of my friends and colleagues were happy to join me at the kitchen table to brainstorm. We really had a great time working and laughing. The ideas were just appearing one after another.”

Since BootB launched, more than 4,000 people in 95 countries have registered on www.BootB.com to view ad briefs and submit their ideas. Founder and CEO, Pier Ludovico Bancale is an international advertising veteran having worked for companies such as L’Oreal, Johnson and Johnson and Colgate-Palmolive. Bancale founded BootB with a vision to revolutionize the advertising community by eliminating geographic barriers and giving those with creative ideas an outlet to express themselves.

“This first award underscores the power of BootB. A company based in France for its campaign in Italy finds a creative concept online from a group of Russians sitting around a kitchen table brainstorming. Real people with fantastic ideas have a voice on www.BootB.com,” Bancale said.

“It was this opportunity to create something extraordinary, truly unlimited, something not bound by the countries’ borders and clients’ budget,” Smirnov said.

Alberto Crosta from Auchan Italy said they were pleased with the variety of proposals and the ease of the process. Rather than sitting in a board room, interviewing big ad firms, presenting the brief multiple times and checking credentials, Auchan was able to leverage the power of BootB to solicit unique, unconventional ideas from around the globe, and find a truly original, one-of-a

kind ad concept in just eight days.

“This is the symbol of a creativity revolution that is based on innovative, conceptual thinking more than economics and overblown ad firm budgets,” said Bancale. “We’re proud of the original ideas that arrived to BootB in this short time, and we’re enthusiastic about being the partner of the first ad campaign with global creativity.”

PRESS CONTACT: For more information about BootB or to schedule an interview with Pier Ludovico Bancale, CEO of BootB or Alexey Smirnov, the spokesperson for the team awarded the Auchan ad concept, please contact Michelle Chase at +1.303.284.8440 or michelle@chasecomm.net.