



FORTH PORTS PLC

PRESS RELEASE

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Ocean Terminal Launches New TV Commercial

Ocean Terminal will launch its first TV commercial in July. Created by The Leith Agency, the new 30-second commercial uses animation to bring the original artwork to life.

The new TV work features a selection of products available at Ocean Terminal and uses watercolour effect to reinforce the shopping centre's relaxing shopping experience. The endline 'For laid back shopping, just add water' is also retained in the new work which continues to build on the creative idea first established last year on outdoor sites and on radio.

The work follows extensive research into shopping behaviour and perceptions of Edinburgh's shopping centres. This work was coordinated by Leithal Thinking, which like the Leith Agency, is part of the Cello Group of companies.

Michelle MacLeod for Ocean Terminal commented 'TV will help increase the profile of Ocean Terminal. The new creative work is distinctive, and unique and reinforces our position as a relaxing shopping experience'

A spokesman for Leith said: "The original campaign idea was very clever and stylish and it was definitely a cut above typical retail centre advertising, so having the opportunity to bring it to life with animation was quite exciting. The result is an intriguing and beautiful ad that effectively communicates what makes Ocean Terminal stand out as a unique shopping experience."

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