

APPETITE REDEVELOPS SLOUGH ESTATES IDENTITY

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Slough Estates, the international property investment and development company has further demonstrated the evolution of the business by unveiling a brand new identity.

Created by London brand consultancy appetite, the new identity boldly signals the continued forward momentum of the business as it consolidates the refocusing of its business model and enters this next pro-active phase of UK and Continental European growth.

CEO Ian Coull commented:

“Our name and identity no longer reflected the reality of the company’s achievements, the quality of our people or the scale of our aspirations and so the time was right to signal the focus and confidence of the business to the outside world.”

“Appetite was commissioned to conduct a strategic review in the UK and international markets in which we are, and plan to be active. After a thorough process the Board approved this new identity, demonstrating our intention to leverage this important asset in support of our growth plans.”

Sheila Tully, Managing Director of Appetite says:

“This new identity has been created to be both forward looking as well as a true reflection of how the Slough Estates business has evolved to this point in time. Our goal is always to find a solution that has the authenticity and provenance of the company ‘built in’ and so the new brand identity equips the business with a confident platform for the future whilst honouring the achievements of its past.”

For further information please call Jason Butler, Creative Director, Appetite