

P R E S S R E L E A S E

Bernd Bauer to take over Corporate Communications at Sal. Oppenheim

Cologne, 20 October 2005 – Bernd Bauer (50) is to assume the management of Corporate Communications and PR at Sal. Oppenheim with immediate effect. For the past four years, Bauer has been responsible for global corporate communications at Bertelsmann AG, where he held other posts prior to that. After completing a degree in law, he worked among other things to expand the radio broadcasting division of Ufa Film und Fernseh GmbH, and subsequently founded Ufa's sports licensing and marketing business, developing it into a top European player. For the Executive Board of Bertelsmann, he developed and was responsible for "Planet m", one of the highlights of EXPO 2000 in Hanover. Bauer is currently organising the "Du bist Deutschland" ("You are Germany") campaign.

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