

Media Release

Dr. Peter P. Knobel, Inc.: In charge of media relations for Moulinex

Zug, November 27, 2008 – The famous household brand Moulinex adds French flavour to Swiss households. With its latest creation, a home baguette bread baking machine, for the first time it becomes very easy to conveniently create fresh and crispy baguettes in ample variances at home. Dr. Peter P. Knobel, Inc. introduces the innovative product in the Swiss market by creatively grooming media relations.

Moulinex is one of the best-known brands of French SEB group, world leader in machines for kitchen and household work. Dr. Peter P. Knobel, Inc. supports SEB group in the launch of its latest innovation in Switzerland – the home baguette bread baking machine, which proofed an instant success in France. At Zurich's well-known Brasserie Lipp – perfect in French style – Moulinex revealed its most recent creation to Swiss journalists. Since crispy baguettes enjoy an increasing number of enthusiasts in Switzerland, the new baking machine offers the perfect answer. SEB chef Bruno Blanco: "More and more Swiss turn to bake their own bread at home. They enjoy the pride and pleasure of sharing the perfect results with their family and friends. Now, the new home baguette bread machine allows them to surprise their guests with refined bread and baguette specialties."

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Dr. Peter P. Knobel, Inc. had been established in 1987 in Zug. The agency is one of the leading members of the Association of Public Relations Agencies in Switzerland (BPRA). Core competences are Corporate Communications, Financial Relations, Marketing Communications, and Public Affairs. As Hill & Knowlton's Exclusive Swiss Associate the agency is firmly linked to the number three global PR consulting group. In French-speaking Switzerland Dr. Peter P. Knobel, Inc. cooperates with its associate partner Rohner Communication, in Southern Switzerland with SRI Group SA, Lugano and Chiasso. The agency is proud to rank among the small number of quality public relations service leaders. Dr. Peter P. Knobel, Inc. was the first agency in Switzerland fully complying to the international management standard CMS II.