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DAVLAS & PaRtners

CREATIVE PR SERVICES

THE NEWS RELEASE

PERIODICAL COLLECTOR'S EDITION

DECEMBER 2008 ISSUE 2



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editorial



Dear friends and partners,

Resuming our communication, we are coming back all “grown bigger” in terms of both the experience gained and our extended activities. So, this winter finds us more fit, quality-wise and otherwise, which enables us to respond more readily to the needs of our increasingly demanding customers.

We are thus proud to communicate to you the major events of the past few months: the dinner offered by Mr. George Davlas of Davlas & PaRtners in honour of Francois Delahaye, Group Operations Director of “THE DORCHESTER COLLECTION” hotel chain; the premiere of “Swing Vote” by Hollywood Entertainment and 1821 Pictures of Paris Kasidokostas; our participation in the long-awaited Madonna concert through Cosmote; JLo’s visit to Athens, as well as the opening of Golden Hall, the new shopping center.

The News Release has come back to establish a direct link between you and the most prominent social events in Athens and relay the hottest news of the city, keeping you up-to-date and allowing you to get to know us better through our most representative press clippings. Enjoy!

Kind regards,
George & Harris Davlas
DAVLAS & PaRtners

What else would you like to see in DAVLAS & PaRtners’ e-newsletter?
Please, send your comments and ideas at: contact@davlaspr.gr

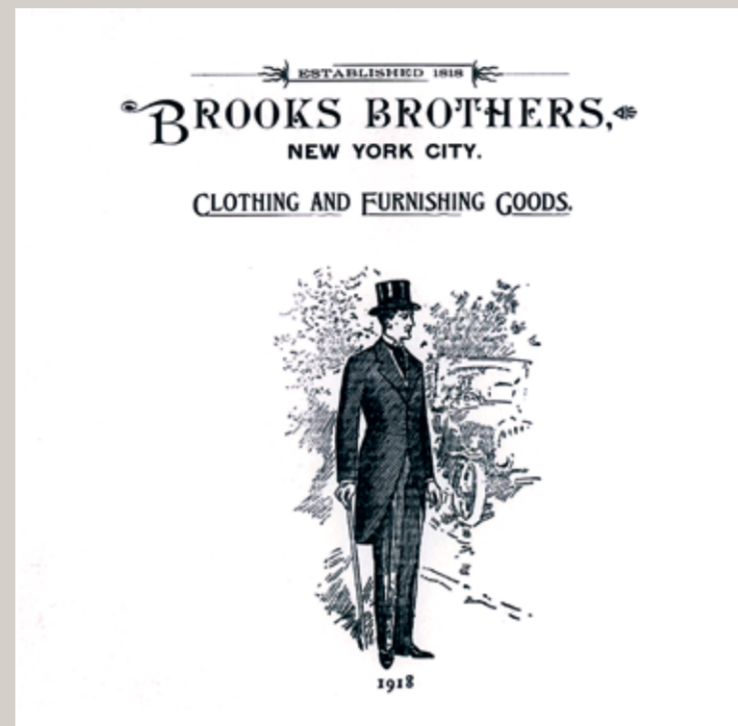
events

Davlas & PaRtners Creative PR Services, a trailblazer of event hosting, has successfully held some of the most demanding and coveted events in Athens the past few months. Those of you, who did not have the chance to be there, please enjoy(?); the others, who were standing next to us, experience a flash-back!

1 brooks brothers event ID

who: Brooks Brothers
what: Store Opening
when: 24/09/2008
where: Attica Store - Athens

highlight: : The opening of the brand's store was honoured by the Minister of Economy and Finance, Mr. G. Alogoskoufis, the U.S. Ambassador, Mr. Daniel Speckhard, and the Managing Director of Brooks Brothers, Mr. Claudio Del Vecchio. The brand is imported to Greece by L.T. Apparel S.A., owned by Mrs. Sofia Vachari-Tsouvelekaki and Mr. Constantinos Lambropoulos. The event for the beloved brand of the most eminent men around the world was organised by Davlas & Partners, assisted by(in cooperation with?) ABC Advertising.



2 medea event ID

who: Public
what: Sponsorship of 'MEDEA2' performance by Dimitris Papaioannou
when: 3/10/2008
where: PALLAS Theatre - Athens

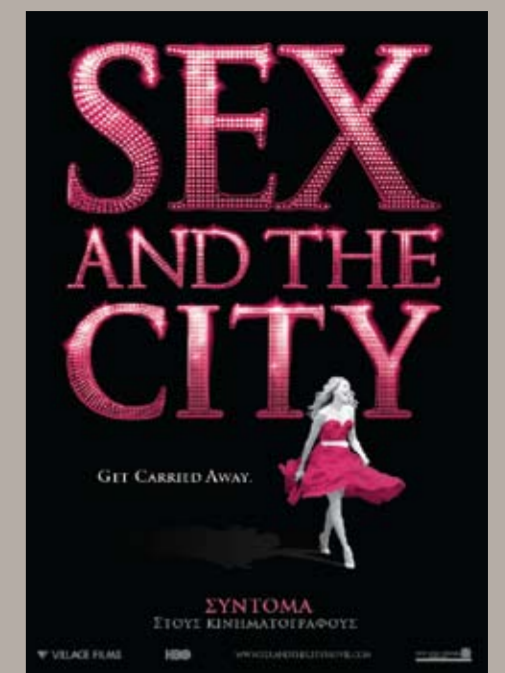
highlight: PUBLIC stores, upholding their commitment to upgrading our country's cultural life, now become actively involved in supporting every major cultural effort and event. This Autumn's choice could be no other than Medea2 staged by Dimitris Papaioannou. Having already travelled to Beijing to represent our country at the Cultural Olympics, Dimitris Papaioannou has been carrying away the Athenian audience, since October, with a performance that ideally combines one of the ultimate masterpieces of the ancient Hellenic world with contemporary images and sounds.



3 sex & the city event ID

who: Village Films
what: «Sex and the City» premier party
when: 28/05/2008
where: Rooftop of the Ethniki Asfalistiki building

highlight: The "Sex and the City" party, on the occasion of this year's most discussed film's release, was a tremendous success. The pink carpet had been laid down early for an evening that had many "Sex and the City" surprises in store: laser lighting of the building, cocktails inspired by the film's 4 featured? actresses. Vassilis Chilichristos was at the decks for the party that lasted until the early morning hours.



4 Rolando Villazón event ID

who: ROLEX HELLAS
what: Sponsorship of 'Rolando Villazón in concert'
when: 29/10/2008
where: The Athens Concert Hall

highlight: The famous tenor Rolando Villazón gave his first concert in Greece at the Athens Concert Hall. Mexican Villazón performed works of the classical repertoire, Zarzuela and traditional Spanish works. He is a regular performer at the most renowned Opera Theatres of the world, such as the Vienna Opera, Bayerische Staatsoper in Munich, Covent Garden in London, Teatro Liceu in Barcelona, the Salzburg Festival, the Metropolitan Opera of New York among others. The event was organised by Davlas & PaRtners in cooperation with ABC Advertising.



EXCLUSIVE SPONSOR ROLEX HELLAS



articles

WE PROUDLY PRESENT YOU... Our agenda is full and extra interesting! So, we decided to share it with you and present you people and events that impress us in multiple ways. Dynamic associates and friends of ours, "The Genie" people never cease to amaze us with every new work they bring to life. Currently, we are looking forward to the official opening of the most state-of-the-art and ground-breaking hotel, **2 Fashion House Hotel**.



The Genie Lifestyle Management

Who spoke of only "3 wishes"? *Très passé!* I can now realise as many, many wishes as you make. Dreams, too. I do my magic for "little errands", and extravagant whims alike... Do you want someone to pay for your bills? Walk your pedigree Dalmatian? Treat you like royalty, do your shopping? Find you the pair of Manolos that Sarah Jessica bought in the 69th episode of Sex and the City? Oops! You got me! I'm no trivial; nor do you need to rub me. **You dream, make a request and live it.** What magic! What's the aim? To help you enjoy, through high-standard "life management" services, an everyday life less ordinary, asking me to manage what you have no time for! And then! Look what will happen: you'll have **free time** to put quality into the life of the one you love most in the world; yourself; It's not selfish or "spoil": when you love yourself, you love the world. What a dreamy reality! 10, Ag. Theodoron St., 14562 Kifissia / T: +30 210 8012 044 / F: +30 210 8012 980 / www.thegenie.gr



2 Fashion House Hotel in the heart of Athens, opened...

The first **2 Fashion House Hotel** is here! In the heart of Athens, the old market of Psyrri, next to the Monastiraki shopping area, the 9-storey glass building is there to appeal to all 5 senses of the city's guests. The hotel was fully refurbished in 2008, to craftily combine modern and innovative lines with technology and impeccable service. Greek fashion designers and artists created each of its 110 rooms and suites that associate style with versatility. The hotel's lobby, the Art Gallery, is unique, as is the fabulous green restaurant "Foodball", dedicated to football, which brings out the sports spirit. In the Fashion Airways Café, guests can enjoy exquisite coffee or tea, accompanied with fine pastry and snacks.

2, Piraeus St., Athens 10552 / T: +30 210 5235 230 / F: +30 210 5234 955
www.2fashionhousehotel.com / www.classicalhotels.com



main events



event ID

who: Lamda Development
what: Golden Hall opening
when: 27/11/2008
where: Golden Hall, Maroussi

highlight: **Golden Hall**, the new shopping destination for luxury and fashion, developed and to be exploited for the next 40 years by LAMDA Domi, a subsidiary of LAMDA Development, had its official opening. In a building of unique architectural style, beauty and versatility, the 2,500 guests met in a bright event that signalled the opening of **Golden Hall**; the shopping centre officially opened its doors to the public on Friday, November 28th.

Golden Hall is strategically situated on Kifissias Avenue, near the Olympic Stadium, and deploys on three levels. Its fully leased spaces host 132 stores that take up 41,000 square metres above ground. The underground 60,000 square metres offer 1,400 parking positions on two levels for the convenience of the shopping centre's guests.

The first two levels mainly include women's, men's and children's clothing and footwear stores, accessories, jewellery, home stores, cosmetics shops, sportswear shops, a hairdresser's salon, book-stores etc., including small get-away coffee shops, where guests can enjoy a break for coffee and snacks. The third level features three restaurants providing guests with different Greek and international culinary choices.

The most celebrated Greek brands, as well as the most reputed international ones, -many of which are making a first on the Greek market- are expected to make **Golden Hall** the new reference point for upscale shopping in Greece and to offer new dynamics in the commercial world.

Mrs. Marianna Latsis and Mr. Apostolos Tamvakakis (Chairman and CEO of LAMDA Development) extended their warmest welcome to the selected guests of the **Golden Hall** opening.



main events



puma event ID

who: Puma
what: 2nd Puma Business forum 2008
when: 1-2/11/2008
where: Grand Resort Lagonissi



highlight: PUMA's 2nd Business Forum in 2008, held for a second consecutive year, was a great success. The forum showed the company's new collections of sports items to beloved associates and people engaged in sports and other areas. A pleasant highlight of the event was the announcement that Il Mostro, PUMA's dynamic team in the Volvo Ocean Race, had conquered the first place in the general ranking at the end of the first sailing race at the Port of Cape Town. Driven by its slogan "Change the Game", PUMA could not but make the difference in our country's social life, too. So, during the Forum, special reference was also made to Puma Hellas' co-operation with the charity organisation "Mazi gia to Paidi" (Together for Children), exhibiting once again the social sensitivity of both the company and Glou family. The evening ended with a concert by Michalis Hatzigiannis.



MADONNA

Sticky & Sweet Tour



Madonna concert sponsored by COSMOTE.

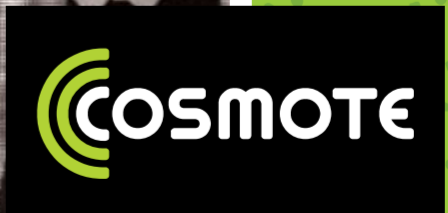
Pop queen Madonna had a unique musical show in store for the thousands of its fans that swarmed to the Olympic Stadium on Saturday, September 27th. The popular singer was brought to Greece for the first time on the occasion of her "STICKY & SWEET" world tour. The long-awaited show, a true life experience for those who were there -including prominent politicians, entrepreneurs and famous artists - will go down in history as one of the greatest music events in our country.

Two-hundred super-lucky COSMOTE subscribers got to watch the show just a step away from the stage and live this memorable experience, after winning one hundred double "golden" tickets in an SMS contest.

In the framework of its sponsorship, COSMOTE undertook a remarkable Recycling initiative, enabling the public to actively contribute to environmental protection. All the packages that people used during the concert were gathered in special bins placed along isles in the concert area. The impressive involvement of the people is an encouraging message for the company's effort to raise citizens' awareness in environmental matters.

event ID

who: Cosmote
what: Sponsorship of MADONNA's Concert
when: 27/09/2008
where: Athens Olympic Sports Centre



main events

JLO event ID

who: **Jennifer Lopez**

what: **Jennifer Lopez in Greece**

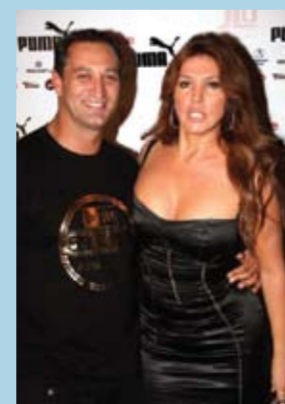
when: **19-21/09/2008**

where: **Athens Olympic Sports Centre**

highlight: Jennifer Lopez's concert was held on Saturday, September 20th, at the Indoor Basketball Stadium of the Athens Olympic Sports Centre. Part of the concert's receipts we donated to the ACT UP organisation, for the prevention of AIDS. Actress, singer, dancer and creator of the successful JLO and Sweetface clothing collections, JLO gave the best of her, performing old and new songs of hers and was praised to the skies by her fans. The concert was followed by a private party at Grand Resort Lagonissi for a few selected guests of the art, business and fashion world. Jennifer Lopez accompanied by her husband Marc Anthony enjoyed herself and showed her new collection in a special way. On Sunday, September 21st, she visited the JLO store in Glyfada, wishing to thank her loyal customers, as well as Eurostyle Group, her partner in Greece that contributed to her visit.



Grand sponsor
of the event



SALMA HAYEK for CAMPARI



CAMPARI ORANGE

Σε ψηλό ποτήρι (Long Drink) γεμάτο πάγο προσθέτετε:
1 μέρος Campari
3 μέρη Χυμό Πορτοκάλι



CAMPARI NEGRONI

Σε χαμηλό ποτήρι (Rocks Glass) γεμάτο πάγο προσθέτετε:
1 μέρος Campari
1 μέρος Vermouth Rosso
1 μέρος Gin
Γαρνίρετε με μία φέτα πορτοκάλι



CAMPARI WAVE

1 μέρος Campari
3 μέρη Χυμό με Πούλιτα Φράουλας
(ή 4 φρέσκες φράουλες αλόκληρες)
1 μέρος Χυμό Πορτοκάλι

Σε ένα blender ρίχνετε όλα τα συστατικά μαζί με πάγο.
Τα γυρνάτε στο blender και στη συνέχεια σερβίρετε σε ψηλό ποτήρι
(Long Drink). Γαρνίρετε με μία φράουλα ή με μία φέτα πορτοκάλι.

* 1 μέρος = 5cl

CAMPARI
red passion

www.campari.gr
Απολαύστε υπεύθυνα

main events

First official launch of **1821 Pictures** in Greece!

A Hollywood-like Premiere in Athens
for **Swing Vote** starring Kevin Costner.

A majestic red carpet went from Hollywood to Athens!

A premiere equal to Hollywood glamour in September, by Hollywood Entertainment and 1821 Pictures at the Village Cinemas in Palaio Faliro. The occasion was the first official screening of Michael Joshua Stern's "Swing Vote". Hundreds of guests walked on the red carpet before TV crews and reporters, "inaugurated" the new season in the most spectacular way. Paris Kasidokostas and Terry Dougas, owners of 1821 Pictures, were at the reception area together with Constantinos Piperas of Hollywood Entertainment, the official distributor of the film in Greece.

Representatives of the country's political, financial, art and social world responded to the call and added their own sparkle to the evening that began with a fine cocktail prepared by Ecali Club, while guests were welcomed by Mrs. Marianna I. Latsi herself.

1821 Pictures, a production company owned by Paris Kasidokostas and Terry Dougas, operating show business in the US and globally, made an official first in Greece with the Swing Vote premiere.

The premiere was followed by a party for friends and associates of Paris Kasidokostas in Akrotiri.

event ID

who: 1821 Pictures
what: "Swing Vote"
Premiere
when: 02/09/2008
where: Village Cinemas
Palaio Faliro



The Dorchester Collection: Even more luxury in Ecali Club event ID

who: George Davlas (Davlas & PaRtners)
what: Dinner in honour of Mr. Francois Delahaye
when: 05/02/2008
where: Ecali Club

highlight: Mr. George Davlas of Davlas & PaRtners hosted a superb dinner in honour of Mr. Francois Delahaye, Group Operations Director of "THE DORCHESTER COLLECTION" hotels chain. The famous chain includes luxurious hotels, such as PLAZA ATHENEE in Paris and THE DORCHESTER in London.

One hundred select guests had the opportunity to taste exquisite savouries and enjoy a unique and unforgettable evening, equal to the incomparable luxury that the two hotels, "PLAZA ATHENEE" and "THE DORCHESTER", have been offering over their long history. Jackie Kennedy, the Rockfeller's family and Elizabeth Taylor, as well as Naomi Campbell and Uma Thurman have been some of the hotels' loyal clients.



sponsorships

The experience we have gained over time has helped us conquer the secrets of sponsorships. We are now able to choose the most prominent cultural events held in the city for our clients, always bearing in mind the client's special features to maximise publicity and enhance brand awareness.

who: Life Action Trust
what: Charity Evenings sponsored by Lavrentiadis Group of Companies
when: 26 & 27/10/2008
where: London

highlight: Life Action Trust, headed by Ms. Chrisanthy Lemos, held two charity events in London for the purpose of accumulating donations for the Greek artists -mainly musicians- studying in London. The first evening event began at the Royal Festival Hall that was given a Greek touch with exhibition "Bacchanaal Dimensions" of the famous artist Niki Papatheochari; the exhibition was followed by a concert by the London Philharmonic Orchestra, with conductor Dognani and the internationally renowned violinist Zimmerman. The second evening, at the Kensington Palace, in the presence of the Prince and Princess Michael of Kent, Anna Vissi gave a unique concert and enchanted the audience with her songs; she was accompanied by pianist Patrick Leonard and performed Greek and foreign hits. The evening continued with a dinner held in the palace and then a ball at the Palace's Pavillon Orangerie. Mr. and Mrs. Lavrentis Lavrentiadis of "LAVRENTIADIS GROUP OF COMPANIES" welcomed the Prince and Princess Michael of Kent and their high Greek and foreign guests of the business and art world, such as Prince Nicolas with Tatiana Blatnik, who honoured the events with their presence.



who: Museum of Cycladic Art
what: Opening of the 'Five Eras of the Russian Vanguard' exhibition Works from the Costakis collection, 'State Museum of Modern Art'
when: 15/05/2008
where: Cycladic Art Museum

highlight: The "Five Eras of the Russian Vanguard" exhibition, inaugurated by the President of the Republic, Mr. Karolos Papoulias, was honoured by the presence of outstanding personas of arts and culture. The exhibition included ninety works from the famous Costakis collection of the State Museum of Modern Art. Important artworks (paintings, drawings, 3-D artefacts), representing all groups and movements of the Russian vanguard (1900-1930), were exhibited.

sponsors: Grand Sponsor: Alexandros S. Onassis Public Benefit Foundation / Sponsor: Lavrentis Lavrentiadis Group of Companies

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Χορηγός ασφάλισης:
 Karavias & Associates art



who: Oscar De La Renta
what: Spring-Summer 2009 Collection Show
when: 16/10/2008
where: Ecali Club

highlight: The event was held on the occasion of the opening of the first exclusive "Oscar de la Renta Haute Couture" boutique in Europe, by Mr. Charis Tsimoyiannis in Kifissia. All the receipts were donated to the "Association of Cancer Children's Friends 'ELPIDA'" and "Fondation pour l'Enfance". Mrs. Marianna V. Vardinoyianni, President of "ELPIDA" and Mrs. Anne-Aymone Giscard d'Estaing, President of "Fondation pour l'Enfance" attended the event and thanked Mr. Oscar de la Renta warmly for the honour of his presence.

sponsors: MINETTA INSURANCE, AION, Home Tradition, SEMIRAMIS, OLYMPIC AIRLINES, Omicron Kappa, EUROPEAN UNION, InterMed, LA FOURCHETTE.



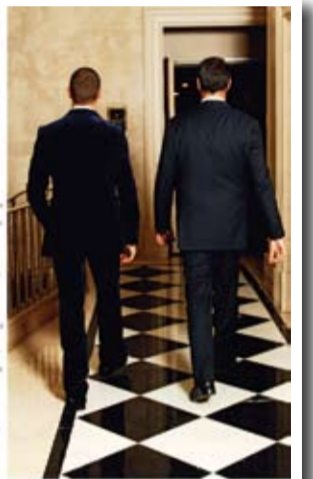
on the spotlight



TWO MEN SHOW

31 ΕΠΙΧΕΙΡΗΣΕΙΣ ΕΙΛΟΥΣ ΤΗΝ ΠΡΟΧΕΙΡΗ ΤΩΝ ΑΝΗΛΙΚΩΝ ΕΚΔΟΣΕΩΝ ΤΗΣ ΕΠΙΧΕΙΡΗΣΗΣ ΤΕΧΝΕΣ ΚΑΙ ΣΑΡΤΗ ΠΕΛΑΓΙΑ

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when: 25/10/2008



when: 19-25/10/2008

We have grown bigger & moved to new head offices!

For the past 4 years, at **DAVLAS & PaRtners**, we have been listening to the market needs for creative PR and demanding performance and trying to come up with the most original solutions for our clients. As a response to today's challenges, we have proceeded to some radical changes: the development of our company and client base has enabled us to enrich our human resources and move to new and more spacious premises at:

19, Solonos St., 10671 Kolonaki

Our telephone and fax numbers remain the same.

Tel.: +30 210 7224 824, Fax: +30 210 7214 65, Email: contact@davlaspr.gr, Web Site: www.davlaspr.gr



**WE ARE GROWING
BIGGER
AND WE ARE
ON THE MOVE**

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