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CBRE to cause stir in New Zealand

Auckland, NZ (15 April 2008)

CB Richard Ellis has partnered with entrepreneurial media company Eat Media to launch New Zealand's first coffee cup advertising campaign.

On Monday 7th April, 146,000 green coffee cups branded with the CBRE logo will begin appearing in cafés across Auckland, Wellington and Hamilton, in a move tipped to attract significant attention within the NZ market.

Traditionally, commercial real estate firms have relied heavily on property-related campaigns to promote their brand.

However, CBRE Senior Managing Director of NZ, Richard Horne said the firm was looking for innovative initiatives to strengthen brand awareness, hence the decision to commit to the coffee cup initiative.

"We see this as a novel way of marketing our brand to business outlets in the major CBDs, of New Zealand" Mr Horne said.

"It also demonstrates some of the cultural elements of CBRE's brand; it's a creative and humorous campaign that has a definite edge of competitiveness," Mr Horne continued.

CBRE has already launched two successful coffee cup campaigns in Australia in league with Eat Media, a company headed by former international rower Grey Taylor.

The cups, branded with the slogan "Hot Property", were distributed to cafes in Sydney, Melbourne and Brisbane – some to cafes within the buildings of CBRE's major competitors.

A similar strategy will be employed in New Zealand, with the CBRE cups having been distributed to baristas at Auckland outlets such as the Pavilion Café in the AXA tower and Bella's Café in the Pavillion.

In Wellington the cups will be featured in cafes such as the D4 in Stanley Road and the Brandon Street Café. The Traffic Café in Hamilton will also serve its takeaway coffee in CBRE green.

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It is the first campaign of its kind in New Zealand and follows Eat Media's success in distributing takeaway cups in Australia for the likes of Microsoft, Vodafone and BMW Mini.

Eat Media provides the cup free to charge to the barista - a significant saving on the café's hard costs - and charges a set fee per cup to the client.



ends per annum is \$AUD13,805 (\$NZ16,107) and the average time a
tised coffee is 37 minutes," Mr Taylor said. It's a win win situation for

About CB Richard Ellis

CB Richard Ellis Group, Inc. (NYSE:CBG), an S&P 500 company headquartered in Los Angeles, is the world's largest commercial real estate services firm (in terms of 2007 revenue). With over 29,000 employees, the Company serves real estate owners, investors and occupiers through more than 300 offices worldwide (excluding affiliate offices). CB Richard Ellis offers strategic advice and execution for property sales and leasing; corporate services; property, facilities and project management; mortgage banking; appraisal and valuation; development services; investment management; and research and consulting. CB Richard Ellis was named one of the 50 "best in class" companies by *BusinessWeek*, and one of the 100 fastest growing companies by *Fortune*. Please visit our Web site at www.cbre.com.