

Saturn launches a comprehensive health initiative on the occasion of Kylie Minogue's Germany tour / One euro of every Kylie Minogue CD/DVD sold will go to Deutsche Krebshilfe

Frankfurt am Main/Ingolstadt, 10 May 2008: Saturn is sponsoring the Kylie X 2008 Germany Tour and, inspired by the Australian pop singer, is launching a comprehensive health initiative "Zusammen für Menschen". The consumer electronics chain is donating one euro of every of the music artist's CD or DVD sold over the next 24 months to Deutsche Krebshilfe.

Saturn has launched the health and education initiative in support of the German cancer aid association, Deutsche Krebshilfe, to draw attention to the importance of proactive health care. As Roland Weise, CEO of Media-Saturn-Holding GmbH said when announcing the initiative before Kylie Minogue's concert in Frankfurt, "Health is becoming more important than ever to our entire society especially in view of the demographic shift and an increasingly aging population. Therefore, we would like to assume some measure of social responsibility with our campaign and use our high-profile brand to draw attention to the importance of proactive health care. I am pleased that we were able to enlist such prominent support."

After her cancer diagnosis at the end of May 2005, Kylie Minogue underwent chemotherapy. "Proactive health care is such an important topic today, and I'm therefore very pleased with Saturn's initiative."

The president of Deutsche Krebshilfe, Professor Dr. Dagmar Schipanski, welcomed the initiative: "Cancer can strike anyone. As an action group, Deutsche Krebshilfe helps make the disease less

frightening. With the help of dedicated people, our organization can help promote research and provide people with information about cancer. The objective of the work we do is to improve the care of those affected.”

This project expands what was previously an internal health initiative for Saturn employees. The company launched its “Fit bleibt vorn” campaign for the approximately 2,500 employees at the company’s headquarters in Ingolstadt quite some time ago. “The extremely positive response and high level of commitment of our employees encouraged us to launch our new Germany-wide health initiative, “Zusammen für Menschen”, says CEO Roland Weise.

“Zusammen für Menschen” is the first social project involving all the Saturn stores in Germany. In the future, it is intended that the Saturn brand be firmly linked with proactive health care. The partnership with Deutsche Krebshilfe and Kylie Minogue is just the first step.

In addition to supporting the work carried out by Deutsche Krebshilfe, the cooperation between Kylie Minogue and Saturn also includes sponsoring her Germany tour and other conventional marketing measures.

Deutsche Krebshilfe will decide how the proceeds from the CD/DVD sales will be used. The nonprofit organization supports a wide variety of decentralized projects for improving prevention, early detection, diagnosis, therapy, medical after-treatment and psychosocial care, including cancer self-help. More detailed information about Deutsche Krebshilfe can be found at www.krebshilfe.de .

Kylie Minogue is appearing in Germany on the following dates:

09.05.2008 Stuttgart - Schleyerhalle

10.05.2008 Frankfurt - Festhalle
27.05.2008 Cologne - Köln Arena
29.05.2008 Munich - Olympiahalle
07.06.2008 Hamburg - Color Line Arena
22.06.2008 Berlin - Velodrom

Further information and tickets at www.kylie.de

Saturn stores are characterized by their city-center location, a comprehensive range of up to 100,000 articles, an extensive sales area covering up to 18,000 square meters, a competent sales staff, excellent service and consistently low prices. Founded in 1961, the company has been housed under the roof of Media-Saturn-Holding GmbH as an independently operating company since 1990. In 2007, the company – with a staff of 7,524 employees – reported revenues of 2.8 billion euros in Germany. At present, Saturn has 128 stores in Germany and 205 stores in nine European countries.

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