



Press release, 3 June 2014

## Plus X Award Night 2014: Brand Elite Summit

Anticipation and Excitement before the ceremony of the world's largest innovation award

Thursday, 5 June 2014, several hundred top decision makers from industry and retail as well as numerous public people from society, media and politics will gather for the eagerly awaited Plus X Award Night. The highlight of the evening will be the ceremony for the 24 "Most Innovative Brands of the Year 2014".

The Award gala takes place in the plenary assembly hall of the first German Bundestag in Bonn, an outstanding, impressive surrounding. Guests can await a symbiosis of elegant gala evening, colourful entertainment and business networking.

During the evening, the judges and ambassadors of the innovation award will hand over the sought-after golden trophies of the Plus X Award to the winners. After the stage show, the official handover of the certificates for all winning brands 2014 will happen.

As in the years before, ANIXE TV will broadcast the award ceremony in full length and brilliant HD. The date for the show on ANIXE is Saturday, 28 June, 8.15 pm, Euro-wide via Astra. In Germany, it can also be viewed nearly nationwide in the digital cable network.

The last participation period for the Plus X Award 2014 has started 1 June. All manufacturers are invited to hand in their products and product series for the world's largest innovation award for technology, sports and lifestyle.

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About Plus X Award:

With a international and independent panel of judges from 24 industries, 22 competent partners and a marketing investment of more than 25 million EUR, the Plus X Award is the world's largest competition for technology, sports and lifestyle. Plus X Award seals of approval are conferred upon products judged to possess at least one "Plus X" factor. Awards are given for new and innovative technologies, extraordinary design and intelligent, easy to use operating systems. Criteria such as outstanding ergonomic and ecological features, along with the use of high quality material add up to sustainable products with long lasting value and are also honored by the Plus X Award. The competition was created as a brand marketing tool and is being conducted for the eleventh time in 2014.

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