

Kai Früchtenicht appointed Senior Sales Director at Actebis Peacock from December

Sales management team back to full strength

Soest, October 1, 2008 – Kai Kadri Früchtenicht (43) is to take over as Senior Sales Director at Actebis Peacock from December 1, 2008. He succeeds Torsten Seiferth, who is leaving the Actebis Group after thirteen years to take on new challenges. Früchtenicht has more than 15 years of sales experience in IT and media distribution and retail. He began his professional career as an industrial sales representative and specialist consultant for business management organisation at Siemens Nixdorf before joining the BMG Entertainment Group, a subsidiary of Bertelsmann AG, where he held various positions in sales. He was with the company for eight years, working his way up to Director Sales, before switching to DreamWorks Home Entertainment, where, as Country Manager, he was responsible for the sales and marketing activities of the DACH (Germany, Austria and Switzerland) region and Eastern Europe. Most recently, he worked for EMI Music Germany in Cologne as Head of Sales Operations for Germany, Austria and Switzerland. There, he headed up the sales operations of the DACH region, with responsibility for back office and retail marketing.

When asked about the latest addition to her management team, Bärbel Schmidt, Managing Director of Actebis Peacock, said: “We are delighted that the position has been filled so quickly and I am sure that Kai Früchtenicht will be a great asset to the sales management team.” She continued, “He has years of retail and management experience and is familiar with dynamic and competitive market environments. With Kai Früchtenicht as Senior Sales Manager, the Actebis Peacock sales team is back to full strength.”

Contact: Actebis Peacock GmbH, Andrea Cămen, Corporate Communications, Lange Wende 43, 59494 Soest, Germany, email: presse@actebis.com, phone: +49 2921 99 1911