

Grupo GMV renews its corporate image

Without affecting its business structure, the new identity gives a better reflection of GMV's current situation: growth, diversification and internationalization.

Madrid, 20th september 2006 .- The technological business group GMV has revised the corporate identity of its wholly-owned subsidiaries, bringing them together under the common corporate brand of GMV. The new brand pools all the business areas in a single image combining the attributes of modernity, dynamism and leadership. The new identity is clear, uniform and equally applicable to all the strategic lines of activity.

The reason for revamping the corporate identity is to bring it into line with the current situation of the business group GMV. The group has now broken into many new sectors and expanded its business internationally. To make sure the corporate brand does not lag behind this new reality we decided to carry out a thoroughgoing overhaul of the group's identity, conveying the image of a well-knit group of companies working in many different technological sectors, all pulling together towards the same forward-looking aim of onward growth.

The prestigious international brand consultancy firm Landor Associates has collaborated with GMV in drawing up its new corporate identity.

The new unified image chimes in with the company's business strategy, reflecting its keenness to come up with innovations and breakthroughs, to better itself continuously, to take on thrilling challenges and win itself a position of leadership on the strength of technical excellence. The new image reflects GMV's track record and also its ongoing commitment to supporting clients' processes by means of cutting-edge technical solutions and ideas, providing integrated systems and specialized products and services covering the whole life cycle.

In an environment marked by concentration and globalization the new identity of GMV will help to create a strong global image and reinforce the synergies between the activities in the group's various sectors.

Without changing the group's business structure, the new image will affect the identity of GMV both in its Spanish sites and the US headquarters. The 700-strong team currently making up GMV will strive to ensure that the new image is reflected in all the business lines and in every geographical area, stressing the strengths and virtues that have made us stand out from the pack up to now: the provision of the most technically advanced products and ideas to suit the particular needs of each client, with a painstaking attention to the highest quality standards throughout its whole range of activities.

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