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Grapefruit Design creates www.tufaciviitorul.ro for Connex

Iasi, November 10, 2003–Grapefruit Design has created the web site at www.tufaciviitorul.ro as part of a campaign that introduced Connex's new brand concept: You make the future ('Tu faci viitorul').

A central element of a teasing campaign that started on October 23, the site that is named after Connex's new slogan has attracted an impressive number of unique daily visitors. Until today, Romanians have shared over 7,000 dreams through the site. As the teasing campaign ends, they can discuss their dreams and their efforts to make them come true on the 'Tu faci viitorul' forum.

"We are thrilled to have created, once more, a web site Connex does extraordinary things with. A site that proves the online branding is a very important activity for one of the greatest Romanian brands, as well as being highly relevant for its audience", said Marius Ursache, Chief Creative Officer Grapefruit Design.

Connex (www.connex.ro) is Romania's leader in mobile communications, with over 3 million GSM customers by October 2003. Connex's main shareholders are Telesystem International Wireless (TIW), Canada and Vodafone, UK.

Grapefruit Design (www.grapefruitdesign.com) is an identity and interactive media consultancy based in Iasi, Romania. The client list includes international clients like Eli Lilly, International Corporate and Brand Identity Centre and The Cayenne Group, as well as large Romanian companies such as Connex (Mobifon SA), Mercury Research and SIVCO Romania.