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## PRESS RELEASE

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### TWO GOLD MEDALS FOR VINCI COMMUNICATION

VINCI, the world's leading company in construction and associated services, won two gold "Top Com" awards, one for its advertising campaign, and the other for its overall communication strategy. Top Com 2001, the fifth time this corporate communication business congress has been held, this year brought together all those involved in the field at the Institut Pasteur in Paris on 30 and 31 January.

The members of the jury assessing overall strategies expressed particular appreciation for the VINCI's determination in building its entire communication around its new name (it should not be forgotten that the group was called SGE until April 2000).

The name, invented by the NOMEN agency headed by Marcel Botton, has given the group and its subsidiaries new ambition, an international dimension and a European identity, with corporate values of inventiveness, ingenuity and humanity.

The jury judging the advertising campaigns rewarded the group for its decision to break away from the accepted norms for technical communication specific to industry and go for a style that was resolutely turned towards the general public, via the media of TV, rarely used by construction companies (design by Euro-RSCG BETC).

Throughout the year 2000, communication was a strong driving force in the group, especially when making the take-over bid for Groupe GTM, which has enabled VINCI to become the world's leading construction company. Above all, it has served as a powerful unifying factor for all VINCI subsidiaries, which can now share a sense of ownership in one of the finest company names in Europe today.

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