



General Motors Corporation re-appoints Modem Media (UK) Ltd to continue pan-European interactive strategy for e-GM, GM's e-commerce business unit.

London – July 20th, 2001 - Modem Media (NASDAQ: MMPT), a Internet professional services firm, today announced that it has been re-appointed by the General Motors Corporation (NYSE: GM) for e-GME, GM's e-commerce business unit after a seven-way re-pitch.

([PRWEB](#)) July 25, 2001 -- "We are delighted to be re-appointed by General Motors. We are extremely proud of the work we have developed for them in Europe over the last 2 years. We are now looking to help GM develop an interactive strategy that will take them forward in the fiercely competitive motor industry," said Julian Ormerod, Marketing Strategy Director, Modem Media London.

"Modem Media demonstrated again the insight into the automotive industry and interactive media that led us to appoint them 3 years ago. We are convinced that Modem Media can help us offer truly pan-European support that will develop our local markets' on-line strategy and presence," said Gareth Jones, E-commerce Manager, e-GME Maidenhead.

Since originally winning the account in 1998, Modem Media London has developed comprehensive pan-European communications packages for specific models and consumer shopping tools. These solutions enabled local markets to embrace and use centrally developed templates for local initiatives. The activity includes the design of sites for Opel.com (1988), Astra Coupe (Feb 2000), Agila (July 2000), Speedster QXL.com online auction (Q4 2000), Used Car Locator (Jan 2001) and the Corsa launch in Sept 2000, which was the first brand site to be taken by every market across Europe.

About General Motors

General Motors (NYSE: GM), the world's largest vehicle manufacturer, designs, builds and markets cars and trucks worldwide. In 2000, GM earned \$5 billion on sales of \$183.3 billion (excludes special items). It employs about 372,000 people globally. Founded in 1908, GM today sells its vehicles in about 200 countries. The Company has manufacturing operations in more than 30 countries. GM sold about 8.6 million cars and trucks in 2000 - more than any other automaker and 15.1 percent of the world vehicle market. GM's major markets are North America, Europe, Asia-Pacific, Latin America, Africa and the Middle East. Its largest market is North America, where it is in its 74th year as the market leader.

About Modem Media

Founded in 1987, Modem Media (<http://www.modemmedia.com>) is a leading Internet professional services firm focused on solving marketing and customer management problems facing global companies most impacted by digital change. By combining technology-driven solutions with a deep understanding of customer needs, Modem Media creates more rewarding solutions for clients and their customers. Headquartered in Norwalk, CT, with offices in New York City, San Francisco, Toronto, London, Paris, Munich, Hong Kong and São Paulo, Modem Media leverages its deep experience in marketing and business strategy, creative design, and technology to deliver integrated service offerings on a global basis. Modem Media has created customer-focused Internet solutions for global brands such as Citibank, Delta Air Lines, Friends Provident, General Electric, General Motors, IBM, Unilever, Kraft, Michelin and Philips.



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