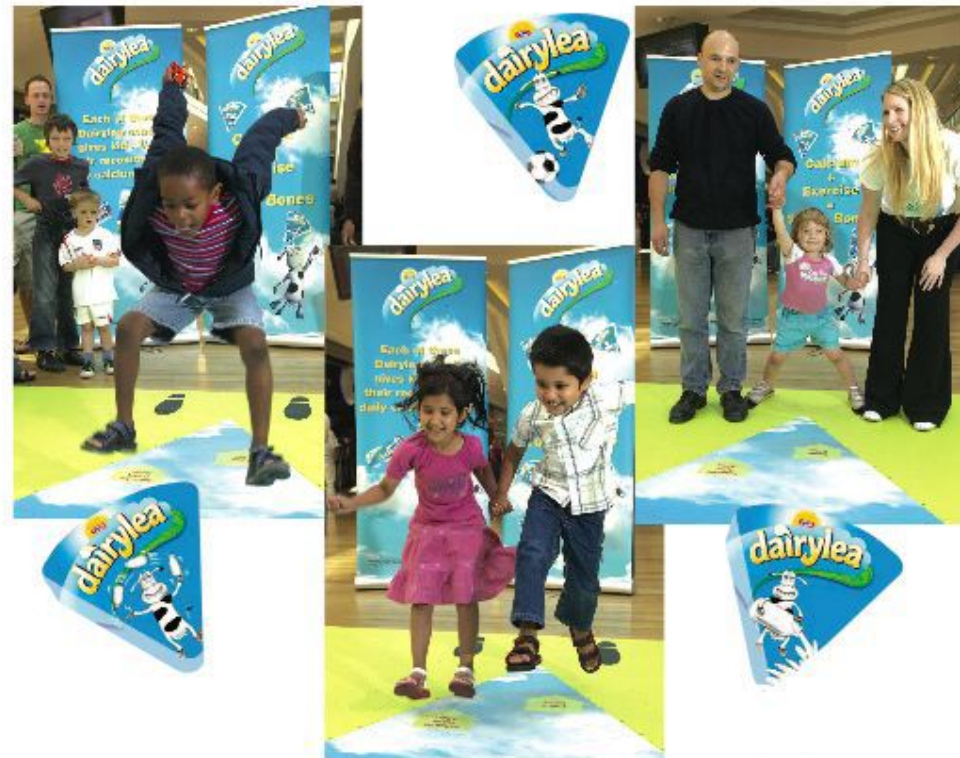


Nexus gets the joint jumping for Dairylea

Nexus Communications has created The Dairyleap - a fun promotional activity across shopping centres up and down the land for the iconic cheese triangle.

Designed to educate mums about the benefits of not only calcium in their kids' diets, but the importance of simple, easy-to-do weight bearing exercise on kids' well being.

The leap from a standing start used to be an Olympic sport... who knows what will happen come 2012.



nexus
insight • challenge • performance

For further information please contact Jonathan Choot, Chairman and Managing Director on 020 7808 9712 or jonathan.choat@nexuspr.com

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