

BRIC MERGES PIXIT AND EXPANDS ITS CORPORATE COMMUNICATIONS OPERATIONS

Specializing in interactive video for Web and Mobile, Pixit will expand the services offered by BRIC, the corporate communications arm of the MZ Group.

São Paulo, May 17, 2011 – BRIC Integrated Corporate Communications, a subsidiary of the MZ Group, announces the merger of Pixit Soluções em Vídeo, a company specializing in the creation, production, compression and hosting of videos for Web and Mobile applications that can be viewed without the buffering problems typical of other solutions. With this transaction, BRIC now offers new and exclusive services to the Group's 510 clients. Watch a video about the merger: www.pixit.com.br/comunicado.

“Convergence in corporate communications is inevitable anywhere in the world. Our business model allows us to serve clients in the areas of communications (BRIC), investor relations (MZ Consult) and consulting/technology for boards of directors and IPO journeys (LEAD). The merger of Pixit by BRIC will reinforce our innovative and full-service positioning, while accelerating growth at our offices in the United States and China,” said Rodolfo Zabisky, Chairman of the Board of the MZ Group and Interim CEO of BRIC.

Pixit was founded in 2009 and has grown based on a proposal to offer innovative services and last-generation studios. Pixit is expected to post revenue of US\$3 million in 2011. Today, Pixit's portfolio includes successful cases for over 40 major companies, such as Whirlpool (Brastemp and Consul), Alpargatas, Natura, TAM Viagens, Roche, LG and Lenovo. Pixit offers its clients the advantage of combining creation, planning, production and high-technology services with its exclusive compression technique, which considerably reduces the size of video files and improves the Internet experience.

“One of the advantages of the Web is precisely that it offers tools and technologies that increasingly improve the experience for users,” said Ricardo Merzvinskas, Partner and Commercial Director at Pixit. Pixit participates in projects from the conceptual phase until the delivery of the final elements already online on the Internet, and also develops solutions for the launch of products and services, corporate communications, investor relations, training (distance learning, media training, etc.), electronic newsletters and more.

“Investments in Web video have been growing at rates of between 30% and 40% per year, and recent studies show that by 2014, Web video will represent 90% of Internet traffic¹,” said Merzvinskas. Based on current trends, the Internet should expand its presence in various sectors, becoming a strong partner in helping to ensure consistency and agility for communicating the messages of even more dynamic publics.

Selected statistics for the Web video sector follow²:

- 86% of Brazil's online population watches videos on the Web;

¹ Source: CISCO VNI Forecast

² Sources: ComScore, Samba Tech and Havas Digital.

- Brazil is the leader in South America in terms of time spent online;
- Latin America is one of the fastest growing regions in terms of Internet usage, with growth of more than 25% in the last few years; between 2010 and 2011 the sector grew by over 15%;
- During the 2010 World Cup, Brazilians watched over 6.7 billion in videos.

International Expansion

As the newest member of the MZ Group, Pixit now has access to over 510 clients in 10 countries. Moreover, the expansion in the technological platform, supported by strong investments in the company, should ensure an exclusive level of quality in the video market for Web and Mobile applications.

“With Pixit, we effectively expand the scope of our technological and corporate communications services. We are determined to consolidate our strategy of convergence and develop BRIC to become, already in 2011, one of Brazil's ten-largest corporate communications and media relations companies”, said Zabisky.

For more information go to: www.pixit.com.br

Adriana Perobelli

+55 (11) 3529-3863

adriana.perobelli@groupmz.com

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About Pixit (www.pixit.com.br): Pixit is a Brazilian company specializing in video solutions for Web and Mobile applications. Founded in 2009, Pixit has major clients and a broad portfolio of solutions in the areas of corporate communications, marketing and training.

About BRIC (www.bric-com.com): BRIC Integrated Corporate Communications, MZ Group's subsidiary, was created in January 2011 from the spin-off of the activities in the areas of communications, reputation management, media relations, crisis management, communication workshops, events, customized editorial projects and annual and sustainability reports. BRIC was born with the same spirit of innovation as the MZ Group and has offices in São Paulo, Chicago, Hong Kong, New York, Beijing, San Diego, Shanghai and Taipei.

About MZ Group (www.groupmz.com): The MZ Group is a multinational company and the world's largest independent financial communication (IR), corporate communications, IPO journeys, market intelligence and applied technology for corporations. Founded in 1999, the MZ Group focuses on innovation and personalized services, supported by its exclusive “one-stop-shop” business model. With offices in São Paulo, Chicago, Hong Kong, New York, Beijing, San Diego, Shanghai and Taipei, the MZ Group has approximately 250 professionals who serve 510 clients in 10 countries.