

**April 2009**

## **Binatone Launches 'Mind Blowing' Campaign in Nigeria**

**Binatone is launching a national press advertising blitz in Nigeria to promote its' hugely popular range of standing fans.**

The campaign which uses the strap line 'mind blowing' will run throughout 2009 and will be featured in all the countries leading national press and magazines.

Sachin Verma, Managing Director of Binatone Nigeria announcing the campaign said;

'Binatone is a household brand in Nigeria with a reputation for excellence in its' products and business practices. Our range of fans has been the first choice for leading retailers and consumers for many years. We are proud of our reputation and this campaign will continue to promote the excellence of what we do'

**Ends**

