

A VERY IMPORTANT NEWS RELEASE

The world's first ever augmented reality news release
issued on a Thursday in June

LONDON, 3 June 2010 – World leading PR agency Hill & Knowlton, blah, blah, today issued the world's first ever augmented reality news release, blah, blah, blah.

Promoting the firm's hugely exciting seminar at the world's biggest advertising festival, the Cannes Lions, blah, blah... oh forget it. Just print this out, go to <http://hillandknowlton.com/cannes> and hold it up to your webcam.

