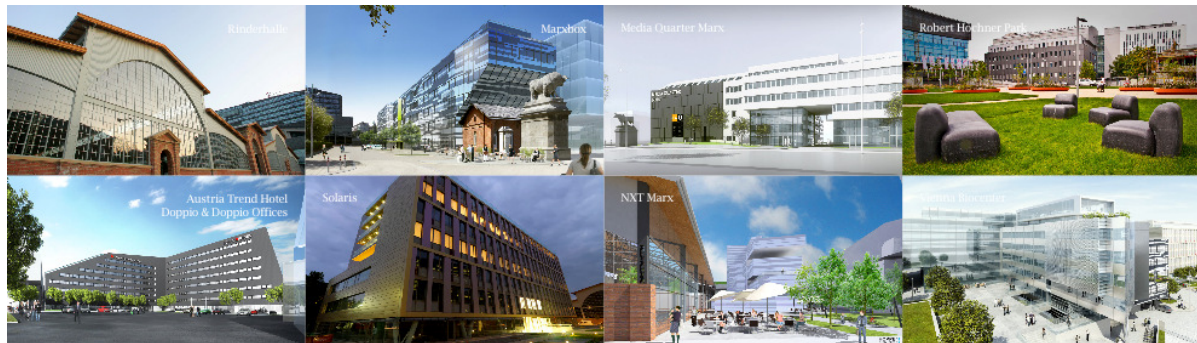


Neu Marx – Where future happens.



A new part of Vienna is developing: Neu Marx – the **new location for media, life sciences and technology**. Three major projects - the Marxbox, the Media Quarter Marx 3 and the Neu Marx garage - will be completed in 2011.

"Neu Marx" is the core zone of the Viennese district St. Marx (3rd district). 55 enterprises and institutions are already located in the area. Neu Marx encompasses 37 hectares and is bordered by Rennweg, Schlachthausgasse, Baumgasse, and Litfasserstraße. By 2016 approx. 15.000 people will be working and living there.

Why the name "Neu Marx"? ("neu" = new)

- it's an area where the old and the NEW meet
- media, life sciences and technology are NEW markets
- a NEW modern branding that can be used by all businesses & institutions

The T-Center was one of the first buildings in Neu Marx. It is the headquarter of T-Mobile Austria. It was designed by the well-known Austrian architect Günther Domenig. The Robert-Hochner-Park, named after a famous journalist, offers recreational comfort. The "Rinderhalle", a historic cattle hall, is located right next to the park, right in the center of Neu Marx. Moreover, the Media Quarter Marx consists of three separate buildings: two historic brick buildings and one new building. It includes a restaurant ("Marx Restauration"), 7 TV studios, an event location and 25 media industry companies.

The Marxbox was opened in May 2011. It is an extension of the Campus Vienna Biocenter (VBC) and includes office as well as laboratory space. 1.400 students from 40 nations work and study at the VBC today.

With the Media Quarter Marx 3 the synergy effect will continue to grow. It offers 35.000m² directly tailored to the needs of media businesses and other creative industries: flexible and innovative office space, state-of-the-art technology (e.g. fiber to the desk) and 2 TV studios (200m² and 500m²). The opening is planned for May 2012.

"Neu Marx" is a developing area with international standards which needs an excellent image. The Neu Marx Standortmarketing GmbH (Neu Marx location marketing agency) has the goal of implementing this vision. The company is a subsidiary of the Wiener Stadtentwicklungsgesellschaft mbH (Vienna Urban Development Company, a subsidiary of Wien Holding) and the ZIT – Die Technologieagentur der Stadt Wien GmbH (The Technology Agency of the City of Vienna, a subsidiary of the Vienna Business Agency). The location marketing agency functions as a communication platform for current and future investors and users.

For more information please visit www.neumarx.at (German only).

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