**PRESS RELEASE**

**Amsterdam – Copenhagen, 6 February 2013**

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| **MK Illumination signed joint venture agreement with Danish company Creation**  |
|  **MK Illumination, one of the largest international festive lighting companies, today announced that it has signed a joint venture agreement with the Danish company Creation. Creation is part of Creation Group, which is a leading company in Denmark in the field of Christmas lighting, playgrounds and animated figures for use at promotions, decorations and display purposes in shopping centers.**  |

MK Illumination is one of the largest international festive lighting companies in the world and provides the entire process from development, creating designs, installation, and logistics. MK Illumination is focused on three different sectors: shopping centers, public spaces and leisure. The company is active in more than 100 countries, already has subsidiaries in 23 countries and is now also active in the Danish market.

Creation is part of Creation Group, which entered the Danish market in 2000 and is a full service shopping center supplier. Creation Group is an expert in the field of Figure Animation, Christmas lights, playgrounds and animated grottos for use at promotions, decorations and display purposes. Creation, which is responsible for the design and production of Christmas lights and themed playgrounds, will change its name into MK Illumination Denmark and will be a full member of the international MK Illumination Group. Figure animation will remain part of Creation Group.

With this joint venture, MK Illumination is now also present on the Danish market. MK Illumination can now supply their clients even better with a wider variety of products and it will help to continually broaden the product line to offer the right solution for different lighting scenarios. Both companies have their own manufacturing fabrics and can deliver the products to the clients in a very fast and cost efficient way.

Commenting on the joint venture agreement, Niclas Johansson, Managing Director of MK Illumination Nordics said: “We are very happy that MK Illumination has further expanded into the Nordic region and now also has a full subsidiary in Denmark. There is a strong synergy between our companies. Now we can combine Creation’s local knowledge with the international expertise of the MK Illumination team. This will give us access to the best possible local market knowledge and allow us to create the most complete lighting and animation proposals for our clients.”

“I am excited about this partnership with MK Illumination,” said Rene Hansen, Managing Director MK Illumination Denmark, because MK Illumination Denmark is the largest operator in Denmark and it is important for us to collaborate with market leaders in long-term partnerships. The agreement with MK Illumination will increase the availability of ours products around the world and will further enhance our ambition to expand into more countries. This will further strengthen our proficiency in serving our customers' growing demand for the best and most creative lighting solutions and will allow both companies to further develop their leading positions within the lighting market.”

**ABOUT MK Illumination**
MK Illumination is one of the largest international festive lightning companies in the world. Founded in 1996, MK Illumination has earned a worldwide reputation for being exceptional creators and suppliers of conceptual festive lighting for all occasions. The company is a competent, innovative and reliable partner with a wealth of in-depth knowledge in this specialized area of business. In keeping with its philosophy of being a regional company with a global reach, MK Illumination maintains independently run subsidiaries in 23 countries, allowing each business to benefit from local knowledge, customs and networking. The company provides a comprehensive service in three main areas: Leisure, Public Spaces and Retail Real Estate. *For more information visit our website:* [*www.mk-illumination.com*](http://www.mk-illumination.com)

**ABOUT Creation Group**Creation GROUP - is one of the world´s leading companies in the field of Christmas lights, playgrounds and animated figures for use at promotions, decorations and display purposes. The core business of our company is to transform areas into a magical world with talking, dancing and singing figures, breathtaking lightning, imaginative grottoes, children activities and theme based sceneries. Our ambition is to create characteristic and enchanting products with the effect of visual perfectionism and never to compromise on the result. The many years of experience guarantees that every product lives up to the highest quality and secures many hours of fun and entertainment. *For more information visit our website:* [*www.creationgroup.eu*](http://www.creationgroup.eu)

**For more details, please contact:**
Niclas Johansson

**MK Illumination AB**

Managing Director Nordics

Box 30, 274 03 Rydsgård

Phone: +46 (0) 411 24 44 44

Mobil: +46 (0) 708 25 86 65

Fax +46 (0) 411 444 04

Email: info@mk-illumination.se

Website: [www.mk-illumination.se](http://www.mk-illumination.se)

Lisette van der Ham

**MK Illumination Handels GmbH**

Director Communication & Business Development Benelux and Scandinavia

Trientlgasse 70, A-6020 Innsbruck

Phone: +43 (0) 512-20 24 30

Mobile: + 31 (0) 6 83 200 561

Fax: +43 (0) 512-20 24 33

Email: l.vdham@mk-illumination.com

Website: [www.mk-illumination.com](http://www.redevco.com)

Rene Hansen

**MK Illumination Denmark**

Managing Director

FLUEBÆKSVEJ 190

4100 RINGSTED, Denmark
Trientlgasse 70, A-6020 Innsbruck

Tel.: +45) 57 61 15 73

FAX (+45) 57 61 88 10

Mobile: + 45 20 99 25 88

Website: [www.creationgroup.eu](http://www.creationgroup.eu)