

# Milestone Group PLC

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## Milestone Group wins "significant" digital art contract

Milestone Group (LON:MSG) has been awarded a "significant" contract to deliver a digital art competition for Infiniti - Nissan's luxury brand, it emerged today.

The firm has been contracted to deliver the concept, initially in the UK, and then rolling it out across Europe - to celebrate the openings of the new state-of-the-art Infiniti centres.

Oil Productions, the company's wholly owned subsidiary, has been awarded the contract by OMD International.

Milestone's chief executive Deborah White said the "significant contract with OMD demonstrates Oil's compelling performance since they were acquired by Milestone earlier this year".

"This contract highlights that Oil not only collaborate on major UK brands but can deliver successful solutions for global blue chip companies."

Oil has created a travelling installation of digital art and produced an iPad-based voting and results system.

This allows visitors to the Infiniti centres to vote on each piece.

It also features a series of mini documentaries around each artist, a stand-alone film showcasing each work and a 15 minute film overview of the digital art story.

Following the successful launch of the Infiniti centres in Stockport and Leeds last month, the installation will now travel to Luxembourg and Marseille early next year as well as various motor shows in Europe.

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### Share Information

**Code:** MSG

**Listing:** AIM

**Sector:** Support Services

**Website:** [www.milestonegroup.co.uk](http://www.milestonegroup.co.uk)

#### Company Synopsis:

*Milestone Group combines and leverages creative services and technologies to deliver high-value services and content. We develop solutions that are intelligent and effective, to ensure a positive impact on our clients' bottom line.*

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