



The World's Favourite
Belgian Chocolates

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GUYLIAN ANNOUNCES WHITE BOX CONTEST WINNERS

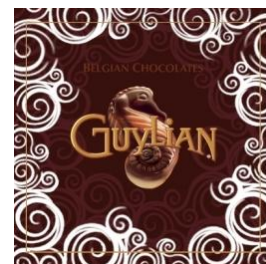
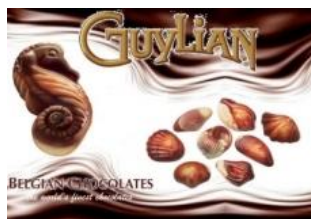
Guylian's White Box Contest, an international packaging design competition for Guylian's famous chocolate Sea Shells gift box, has been a great success with 221 entries from 30 countries and over 30,000 online votes. Guylian is now ready to announce the winners.



The Grand Prize winner is Stefanos Michaelides from Greece. This 34 year old Greek designer and illustrator used the unique marbled look of Guylian's seashell chocolates as his inspiration; white, milk and dark chocolate are delicately melting down towards our iconic Seahorse. "The design brings luxury and warmth; it's exceptionally stylish and fully fits with Guylian's international brand image", commented our professional jury.

The grand prize is USD 5,000 and worldwide fame because Guylian will now work to bring this new packaging to the global market by mid 2012.

Our second prize winner is Larazel dela Peña from the Philippines. She obtained the most votes online which accounted for half of the total points. Third prize winner is the 35 year old sculptress Fatma Cakir from Turkey with a dark brown box decorated with elegant white 'sea wave' curls.



Read more on our website www.whiteboxcontest.com.

About the contest

In May Guylian launched its new interactive website www.guylian.com and invited its brand advocates to create a new look and feel for the packaging of their best known product: Guylian's Belgian Chocolate Sea Shells, which are incredibly popular throughout the world selling more than 10 million boxes each year.

Mieke Callebaut, Sales and Marketing Director Europe, commented "Our White Box Contest has really been amazing. We were delighted to receive entries from professional designers as well as chocolate lovers. The online comments on Facebook and Twitter really show how much of an inspiration Guylian chocolates can be!"

About Guylian

Guylian is the **market leader in boxed chocolates in Belgium**. Guylian was founded in 1958. With a team of 250 employees, Guylian produces a wide range of Belgian chocolates in a state-of-the-art factory in Sint-Niklaas (Belgium), whilst still respecting its traditional chocolate-making heritage.

Guylian **exports to more than 100 countries** on the European, Asian, Oceanic and American continents. Guylian sales teams in the UK, USA, France, Germany, Portugal and Asia ensure that Guylian products are available in all major supermarkets, department stores, chocolate specialty stores, travel retail and duty free shops. With a growth of 6% in sales in 2010 Guylian has outperformed the chocolate market growth of about 3%.

Around the world, Guylian is synonymous with quality Belgian chocolate. **Quality is our first priority**. A unique blend of West-African cocoa beans form the basis of our premium Belgian chocolate, made with 100% cocoa butter. **The Belgian Chocolate Sea Shells are Guylian's star product**. The hazelnut praliné filling is still produced according our unique recipe in the age-old traditional manner, a heritage of the company's founding father. Guylian Belgian Chocolate Sea Shells are the number one Belgian boxed chocolate brand distributed in travel retail and duty free shops around the world.

Guylian's Commitment to Conservation

Marine life is threatened around the world. Project Seahorse is dedicated to preserving seahorses and other marine life across the world. Guylian provides vital long term support for this crucial work and has been a major partner since 1999. Every time you buy a box of Guylian Belgian Chocolates, you are supporting Project Seahorse.

To find out more about Project Seahorse, visit www.projectseahorse.org.

FOR FURTHER INFORMATION, PLEASE CONTACT:

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