



Skype appoints three creative agencies to develop its brand globally

LUXEMBOURG, Oct. 7, 2009 - Skype has appointed Wolff Olins, TBWA\ and Rapp to collaborate on the development of its brand campaigns and global CRM programme.

“These are exciting times for Skype and it’s essential we communicate the Skype experience effectively on a global scale,” said Neil Stevens, VP & GM of Skype’s consumer business. “As a pioneering brand, we believe we have selected the right partners to make Skype a highly respected and well-known brand everywhere.”

“Although a relatively young company, Skype is fast becoming an iconic global brand,” said Matt Shepherd-Smith, CEO of TBWA\ . “We look forward to taking on our role within this.”

“Skype has the ability to transform the way people around the world connect,” added Ije Nwokorie senior strategist at Wolff Olins. “We are delighted to be a partner on that journey.”

Marco Scognamiglio CEO of Rapp said “Skype is one of those brands any agency would love to work with - exciting, evolving and with tremendous potential for growth.”

Skype will continue working with incumbent agency Albion until the end of the year.

The review process was managed by AAR.

About Skype

Skype is software that enables the world’s conversations. Millions of individuals and businesses use Skype to make free video and voice calls, send instant messages and share files with other Skype users. Everyday, people everywhere also use Skype to make low-cost calls to landlines and mobiles. Download Skype to your computer or mobile phone at skype.com.

Skype is an eBay company (NASDAQ: EBAY).

Access to a broadband Internet connection is required. **Skype is not a replacement for traditional telephone service and cannot be used for emergency calling.**

Skype, associated trademarks and logos and the ‘S’ symbol are trademarks of Skype Limited.