



Spoiled Milk Launches New London Office To Serve Local and International Clients

COPENHAGEN, DENMARK, 1 February 2012. Spoiled Milk, the award-winning, digital cross media agency, announced today the opening of its London satellite office. Since 2005, Spoiled Milk has grown worldwide with offices in Copenhagen, Zurich, Belgrade and now London. Specialising in digital consultancy, social media strategy and cross-platform app development for iOS, Android, Windows Mobile and more, Spoiled Milk has been responsible for creating esteemed products and services such as the Wallpaper City Guides on iOS, news apps for JP/Politiken and the recognised Memonic app for iOS.

Joining Spoiled Milk in the London office are Pete Russell and Gordon Dawson who will be focusing on strategic accounts. Russell, previously at Publicis, later becoming a managing partner at Optimedia and co-founder of P1 Sport along with Dawson, bring a wealth of experience in taking brands and IP into the digital realms.

"Opening this satellite office in London will allow us to offer Spoiled Milk's outstanding creative digital services to agencies and brands across the United Kingdom and beyond. London is an important step in our strategy of providing international support to our clients and partners and having assets such as Pete Russell and Gordon Dawson on board to support and grow the business is a great start for our UK operations. 2011 has been another amazing year for Spoiled Milk both project- and client-wise, and 2012 is set to be the launch of amazing new digital campaigns around the globe. Being part of the 24MAS Group enables us to go beyond that of a normal agency, by offering our clients services and distribution on a truly global scale," commented Spoiled Milk founders David Luisi and Frederik Cordes.

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About Spoiled Milk

Spoiled Milk is a digital cross-media agency with strategic, creative and technical talents working together to create engaging digital experiences for web and mobile. Founded in 2005, the team operates from studios in Copenhagen, Zurich, Belgrade and London, with an international client base that counts 3 Plus TV, Bertelsmann-Stiftung, JP/Politiken, Nokia, Phaidon, Zimmer. Recently, Spoiled Milk has won recognition from Danish and Swiss awards for their distinctive projects on mobile platforms. In 2011, Spoiled Milk was acquired by the 24MAS Group. Visit spoiledmilk.co.uk for more information, join our Facebook community and follow us on Twitter at @spoiledmilk

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About 24MAS

24MAS Group focuses on three key market operations – mobile marketing & advertising, application development & publishing and managed services & solutions. With offices and operations in Asia-Pacific, Latin America, Europe and North America, 24MAS partners with over 200 mobile operators, handset manufacturers and technology companies worldwide. 24MAS gives brands and application developers the opportunity to reach mobile subscribers in more than 80 countries via its application, advertising and technical platforms. Headquartered in Stockholm, Sweden since 2001, the company employs 155 employees in ten global offices. Visit <http://www.24MAS.com> for more information. Join our [Facebook community](#) or follow us on Twitter at [@24MAS](#).