

euro adhoc: Zapf Creation AG / Directors' Dealings Notification concerning transactions by persons performing managerial responsibilities pursuant to section 15a of the WpHG

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Notification concerning transactions by persons discharging managerial responsibilities pursuant to section 15a of the WpHG, transmitted by euro adhoc with the aim of a Europe-wide distribution. The issuer is responsible for the content of this announcement.  
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Details of the person subject to the disclosure requirement:  
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Name: Isaac Larian Annuity Trust

Reason for the disclosure requirement:  
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Reason: Legal person, company or institution closely associated  
Relationship: To a person performing managerial responsibilities

Person performing managerial responsibilities, triggering the disclosure requirement:  
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Position: Member of an administrative or supervisory body

Details of the transaction:  
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Description of financial instrument: Share

ISIN: DE 000 780 6002

Type of transaction: purchase

Date: 22.07.2008

No of items: 1125

Currency: Euro

Price: 3.12000

Total amount traded: 3,510.00

Place: Xetra

Explanation:

Further inquiry note:  
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Issuer subject to the publication requirement:  
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sector: Consumer Goods

ISIN: DE0007806002

indexes: MDAX, CDAX, Classic All Share

stockmarkets: regulated dealing/prime standard: Börse Frankfurt, free trade:  
Börse Berlin, Börse Hamburg, Börse Stuttgart, Börse Düsseldorf,  
Börse Hannover, Börse München

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