

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

 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.

Details of the person subject to the disclosure requirement:

Name: Thomas Pfau

Reason for the disclosure requirement:

Reason: Person performing managerial responsibilities
 Position: Member of a managing body

Details of the transaction:

Description of financial instrument: Share
 ISIN: DE0007806002
 Type of transaction: purchase
 Date: 14.10.2008
 No of items: 775
 Currency: Euro
 Price: 2.0000
 Total amount traded: 1,550.0000
 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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