



**PRESSE**  
communiqué

May 29, 2012

**Saint-Gobain launches a major initiative to build its employer brand identity**

***Saint-Gobain Expérience*, the new careers website**

Launched on May 23, 2012, the *Saint-Gobain Expérience* website is an important part of the Group's strategy to increase awareness of the Saint-Gobain brand and its appeal among prospective job applicants. The colourful website includes dynamic, interactive content about Saint-Gobain's business strategy, values and history, while also listing reasons why people - especially young talent - would want to work for the company.

Users can learn all about Saint-Gobain through written and video testimonials submitted by Group employees, who are the ambassadors of the new employer brand campaign. During a six-month period, employees were asked to post comments about their experience and career milestones at Saint-Gobain.

The website also features three separate sections for students, recent graduates and experienced employees. Career opportunities can be viewed via the new OpenJob portal. To increase Saint-Gobain's proximity to the student world, another section called "Espace Campus" provides the calendar of job fairs Saint-Gobain and its brands will be attending in different countries.

Users can also read up on the latest company news in the areas of human resources and sustainable development and, whenever they want, share web pages and videos from Saint-Gobain Expérience on social network sites. This will be an effective way of promoting the website and enhancing Saint-Gobain's image as an employer.

Visit the website now at [www.saint-gobain-experience.com](http://www.saint-gobain-experience.com)

**About Saint-Gobain**

*Saint-Gobain, the world leader in the habitat and construction markets, designs, manufactures and distributes building materials, providing innovative solutions to the challenges of growth, energy efficiency and environmental protection. With 2011 sales of €42.12 billion, Saint-Gobain operates in 64 countries and has nearly 195,000 employees. For more information about Saint-Gobain, visit [www.saint-gobain.com](http://www.saint-gobain.com).*

<b>Press Contact</b>
Sophie Chevallon + 33 1 47 62 30 48 Susanne Trabitzsch + 33 1 47 62 43 25