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**ROGER ARDAN JOINS GIBBS & SOELL PUBLIC RELATIONS
-- Expands Professional/Financial Services Practice --**

NEW YORK – Nov. 6, 2007 – Gibbs & Soell, Inc. Public Relations today announced Roger Ardan has joined the firm as vice president and group head of its professional/financial services group.

Ardan, with 20 years of agency and corporate experience, most recently spent the last 12 years at Edelman where he was senior vice president and head of its legal and professional services practices. He is a specialist in marketing communications, branding, media relations and thought leadership development for legal, professional and financial service firms.

“We are pleased to have Roger join our agency and expand our offering in the professional and financial services space,” said Cos Mallozzi, president and chief executive officer of Gibbs & Soell. “Roger is a well-regarded PR professional among media and clients alike and is a welcomed addition to our family.”

Ardan received a Bachelor of Arts in communications from Marist College in 1988 and a M.B.A. in marketing with distinction from Long Island University in 1992. He is a member of several boards and resides with his wife and family in Tarrytown, N.Y.

Founded in 1971, Gibbs & Soell is the 10th largest independent public relations agency in the U.S. (*O’Dwyer’s* 2007 PR Agency Report). Headquartered in New York City, G&S has offices in Chicago and Raleigh. The agency’s European operation, G&S GmbH, is headquartered in Zurich. Pacific Rim partners include Cosmo PR in Tokyo and Inhere Communications in Beijing and Shanghai. G&S’ Latin American partner is BitnerGoodman. For more information, please visit www.gibbs-soell.com

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