



GIBBS & SOELL, INC.
PUBLIC RELATIONS

600 Third Avenue
Sixth Floor
New York, NY 10016

Tel: 212 697 2600
Fax: 212 697 2646

www.gibbs-soell.com

Chicago
Raleigh
Zurich

For Immediate Release

CONTACT: Cos Mallozzi
Gibbs & Soell Public Relations
212/697-2600

Mary C. Buhay Joins Gibbs & Soell Public Relations

-- PR, Digital Media Veteran to Enhance Firm's Marketing Efforts --

NEW YORK – Sep. 15, 2008 – Gibbs & Soell, Inc. Public Relations today announced that Mary C. Buhay has joined the firm as senior director of marketing.

Buhay brings 20 years of marketing, sales and communications experience in the public relations and advertising services industries to her new role.

She joins Gibbs & Soell after 15 years with multimedia services provider Medialink Worldwide Incorporated where she was most recently senior vice president of corporate communications. Prior to that position, Buhay was senior vice president of sales and marketing and led the company's U.S. sales force in developing business in the areas of broadcast and digital media production and distribution. Earlier she was a sales manager with Radio/TV Reports, a unit of Competitive Media Reporting that provided broadcast media research and analysis to PR and advertising professionals at companies and agencies.

"We are pleased to have Mary join our agency to further elevate our brand visibility," said Cos Mallozzi, president and chief executive officer of Gibbs & Soell. "The combination of Mary's marketing expertise and extensive background in digital media will help to enhance our communications efforts in innovative ways."

An award-winning video webcast producer, Buhay's crisis management series featuring communications executives from Ford Motor Company and Merrill Lynch was recognized with SABRE honors for professional development and use of technology.

Buhay is a member of the Public Relations Society of America (PRSA) and serves on the board of PRSA-New York. She resides with her husband and children in New Jersey.

Founded in 1971, Gibbs & Soell is the 12th 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

#