



GIBBS & SOELL, INC.
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GIBBS & SOELL APPOINTS HORSLEY MANAGING DIRECTOR IN ZURICH

-- Seasoned Communicator with Agency Management, Journalism and Manufacturing Experience Joins Team --

Key Messages:

- Gibbs & Soell is the 11th largest independent public relations agency in the United States (*O'Dwyer's* 2009 PR Agency Report).
- Gibbs & Soell appoints Kevin Horsley as Managing Director of its Zurich, Switzerland, office.
- The company is headquartered in New York with full-service offices in Chicago, Raleigh, N.C., and Zurich, Switzerland, and through its global network provides on-the-ground support in more than 30 countries around the world.

NEW YORK, February 16, 2010 – Leading global independent public relations firm **Gibbs & Soell, Inc.** has appointed Kevin Horsley as Managing Director of its Switzerland operations, Gibbs & Soell GmbH, effective immediately.

Gibbs & Soell GmbH specializes in providing native English-language public relations and marketing communications services to Swiss and European-based global clients. In his new role, Horsley will oversee the agency's client service and day-to-day operations in its **international hub in Zurich**. Horsley will also spearhead the office's long-term development through new business and organic growth.

"We are delighted to welcome Kevin Horsley to our agency's leadership team," said Cos Mallozzi, CEO of Gibbs & Soell, which is headquartered in New York. "Our clients will enjoy direct access to Kevin's strategic planning skills and hands-on communications and media experience to help move their businesses forward. Also, Kevin will enhance our already strong management roster and help us further expand our business on a global scale."

Horsley brings more than 30 years of international communications, agency management and journalism experience with organizations based in the United Kingdom and Switzerland. Prior to joining Gibbs & Soell, he held senior communications positions and consulted at top-tier companies in the advanced manufacturing, pharmaceutical and energy industries, including Clariant International, F. Hoffman-La Roche and Perkins Engines, a subsidiary of Caterpillar Inc.

Horsley has directed a diverse range of public relations, media relations, investor relations, and crisis communications programs in Europe, North and Latin America and India. His industry achievements include being honored by PRWeek with "Best in House PR Team" at energy provider Eastern Group PLC. He has also managed his own PR and marketing consultancy which served business-to-business and consumer

accounts, such as Audi UK, Rand Worldwide and TRW Aeronautical Systems – Lucas Aerospace. Before launching his PR and marketing career, Horsley spent 12 years working for leading regional and national newspapers in the United Kingdom.

“I’m very excited to join the talented communicators and leaders at Gibbs & Soell,” stated Horsley. “The firm has earned the deep loyalty of its clients because it consistently delivers innovative ideas, proven results and personal attention, and I am committed to leveraging these core strengths to help accelerate growth. I am also convinced that our ability to provide impeccable English-language solutions for global businesses is a competitive advantage.”

Gibbs & Soell offers **communications expertise** in advanced manufacturing and energy, agribusiness and food, consumer lifestyle and building solutions, professional services, and technology and general science.

About Gibbs & Soell:

Founded in 1971, Gibbs & Soell is the 11th largest **independent public relations agency** in the United States (*O’Dwyer’s* 2009 PR Agency Report). **Headquartered in New York City**, G&S has full-service offices in Chicago, Raleigh, N.C., and Zurich, Switzerland. The **G&S global network** includes Cosmo PR in Tokyo, Inhere Communications in Beijing and Shanghai, and the Public Relations Organisation International partnership. For more information, please visit www.gibbs-soell.com.

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