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Gibbs & Soell Unveils New Brand Identity and Web Site

NEW YORK, May 1, 2007 — Gibbs & Soell Public Relations, one of the top 10 independent PR agencies in the United States, today unveiled a new brand identity and Web site that further reflects its client-centric culture and emphasis on business-focused results.

“This marks the first time in our 36-year history that we have created a new logo and brand identity for the agency,” said Cos Mallozzi, president and CEO of Gibbs & Soell. “The strong, contemporary look symbolizes our continued evolution as a public relations agency that combines solid strategic thinking with a broad, yet targeted, service portfolio. Through this approach, we are uniquely positioned to develop programs that generate meaningful results for our clients’ businesses.”

As part of its brand identity efforts, Gibbs & Soell also redesigned its Web site (www.gibbs-soell.com) to integrate the fresh, new style and focused positioning.

“Our new Web site is an excellent resource to learn more about our full-service solutions and specialized expertise in core industries, including agriculture and food, consumer home, building products, financial services, healthcare, and a range of industrial and technology sectors,” Mallozzi added.

Founded in 1971, Gibbs & Soell is the 10th largest independent public relations agency in the U.S. (*O’Dwyer’s* 2006 PR Agency Report). Headquartered in New York City, G&S has full-service offices in Chicago, San Francisco and Raleigh. The agency’s European operation, G&S LLC, 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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