



GIBBS & SOELL, INC.
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WORLD'S LARGEST PR PARTNERSHIP STRENGTHENS GLOBAL PRESENCE

-- Gibbs & Soell Public Relations Becomes PROI Partner in New York --

Key Messages:

- Gibbs & Soell Public Relations is the 11th largest independent public relations agency in the United States (*O'Dwyer's 2009 PR Agency Report*)
- Public Relations Organisation International, Inc. (PROI) is the world's largest partnership of independent public relations firms by fee income
- The partnership with PROI will expand Gibbs & Soell's global footprint to more than 30 countries

NEW YORK, April 3, 2009 – **Public Relations Organisation International, Inc.** (PROI) has announced the selection of **Gibbs & Soell Public Relations** as the newest Partner in its international public relations partnership. PROI is the world's largest partnership of independent public relations firms (ranked by fee income) with 2008 global fee income of US\$300 million.

Headquartered in New York, with full-service offices in Chicago, Raleigh and Zurich, Gibbs & Soell is one of the leading **independent public relations firms** in the United States. G&S offers **communications expertise** in advanced manufacturing and energy, agribusiness and food, consumer lifestyle and building solutions, professional services, and technology and general science.

"PROI welcomes this strong partner agency in the Americas Region to our global PR partnership," said Bill Carlson, PROI's Tampa, US-based President. "Their addition will further enhance PROI's position in both the Region and worldwide as Gibbs & Soell will play a pivotal role in helping our Partnership build a stronger presence in order to serve our clients in a cost-effective manner." PROI's 2,000+ consultants service more than 3,300 clients from its 90+ offices around the world.

"We first established an international presence in 1992, and now we are pleased to expand the Gibbs & Soell global footprint through our partnership with PROI," stated Luke Lambert, president, Gibbs & Soell.

"Balancing a global approach with a local touch is a critical part of our mission to provide top-quality, strategic and creative business communications services to top-tier brands."

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

For information about PROI visit www.proi.com.

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