



GIBBS & SOELL, INC.
PUBLIC RELATIONS

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GIBBS & SOELL PUBLIC RELATIONS FORMALIZES GREENTECH AND SUSTAINABILITY PRACTICE

PR Firm to Leverage Decades of Client Experience with Clean Technologies and Sustainable Processes

Key Messages:

- Gibbs & Soell is the eighth largest independent public relations agency in the United States (*O'Dwyer's 2010 PR Agency Report*) and offers communications expertise in advanced manufacturing, energy, greentech and sustainable industries.
- The communications firm has aligned existing agency-wide resources into a greentech and sustainability practice dedicated to providing communications strategies to businesses with green technologies and sustainable business principles and services.
- Agency veteran Ron Loch leads the greentech and sustainability PR practice, collaborating with G&S colleagues specializing in advanced manufacturing and energy, agribusiness and food, consumer lifestyle and building solutions, professional services, and technology and general science.

New York, May 18, 2010 – Gibbs & Soell, Inc. announced today that it has formed a **greentech and sustainability public relations practice** dedicated to providing communications counsel and strategies to businesses with green technologies and sustainable business principles and services.

The practice will be headed by Gibbs & Soell Senior Vice President Ron Loch, an agency veteran with a successful track record in managing strategic, integrated communications programs for global Fortune 500 companies, entrepreneurial greentech brands and international trade organizations.

"We have served for decades as trusted advisers to world-class companies that are widely regarded as pioneers in the practice of sustainable enterprise management," said Cos Mallozzi, CEO of Gibbs & Soell. "With Ron now leading and focusing our efforts in this segment, G&S will be poised to better leverage our powerful base of knowledge, talent and influential relationships across the agency to help position more greentech and sustainable businesses for maximum growth throughout their lifecycles."

Gibbs & Soell has a rich history of developing and implementing successful communications strategies to launch and guide the growth of green products and technologies, manufacturing processes and business practices, including energy efficient building systems, nature-based plastics and chemicals, biofuels, water conservation and plastics recycling.

"Our greentech and sustainability practice integrates our broad experience with deep industry knowledge to provide our clients with counsel that is forward thinking and relevant to their most important stakeholders," stated Loch. "Too often, clean technologies garner early stage attention but never achieve widespread

acceptance. There are also many well-established global concerns stagnating due to a lack of innovative, practicable ideas. Our team will focus on enabling organizations to realize their full potential by effectively communicating with their entire value chain to drive business growth.”

Along with its strong background in greentech and sustainable industries, Gibbs & Soell provides **communications expertise** to top-tier corporations, organizations and brands in advanced manufacturing and energy, agribusiness and food, consumer lifestyle and building solutions, professional services, and technology and general science. The firm’s **portfolio of services** includes corporate communications, marketing communications, event marketing, digital and social media, leadership positioning, employee communications, communications training, and communications research and evaluation.

About Gibbs & Soell, Inc.

Founded in 1971, Gibbs & Soell is the eighth largest independent public relations agency in the United States (*O’Dwyer’s 2010 PR Agency Report*). Headquartered in New York, Gibbs & Soell has **full-service offices** in Chicago, Raleigh, N.C. and Zurich, Switzerland, and a **global footprint** that extends to more than 30 countries through its affiliate network that includes the Public Relations Organisation International (PROI). For more information, please visit www.gibbs-soell.com.

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