



GIBBS & SOELL, INC.
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GIBBS & SOELL PUBLIC RELATIONS STRENGTHENS EUROPEAN OPERATIONS

Key Messages:

- Gibbs & Soell is a global independent public relations firm proudly celebrating its 40th year in business.
- Gibbs & Soell 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 nearly 40 countries around the world.
- Corporate communications professionals Deon Bredenhann and Kate Ringier further strengthen the Gibbs & Soell Zurich office in key account roles.

ZURICH, March 9, 2011 – Global independent public relations firm **Gibbs & Soell, Inc.** has today announced new staff changes that strengthen its Zurich office, the hub of its European operations. Seasoned PR professional Deon Bredenhann has joined Gibbs & Soell as client services manager, and Kate Ringier has been promoted to senior account manager, both effective immediately. The two will report to Kevin Horsley, vice president and managing director of Gibbs & Soell Zurich.

Bredenhann is a South African-born marketing communications specialist who has spent the past two years working at Syngenta, an agribusiness company headquartered in Basel, Switzerland. He served as the communications lead for global marketing in Syngenta's Crop Protection division. He managed all internal communications, major events and global projects such as the new brand signatures project for all global brands. In South Africa, he managed clients such as Sony, Gillette, Jeep, Siemens and Camel Trophy, and worked for major agencies including Fleishman-Hillard SA.

Ringier joined Gibbs & Soell in 2010 and has played an instrumental role in achieving success for the firm's agribusiness practice. Earlier, she was a corporate communicator at the Philip Morris Companies and Viacom in New York and is experienced in corporate social responsibility, event management and marketing. She earned a B.A. in Public Relations from Boston University's College of Communication.

"We are delighted to have secured the services of an experienced PR practitioner such as Deon whose leadership experience with global brands will be of immediate value to our existing clients," said Horsley.

"Kate's promotion is a reflection of the dedication, hard work and enthusiasm that she has displayed during her time at Gibbs & Soell. Her exceptional project management skills recently helped to ensure the success of a highly prestigious agribusiness conference that attracted leading academics and researchers from all

over the world. Deon and Kate are building on the strength of our Zurich team that is supported by fellow communications counselors in the Gibbs & Soell US offices and more than 50 affiliates around the world.”

Gibbs & Soell offers **communications expertise** to top-tier corporations, organizations and brands in advanced manufacturing and energy, agribusiness and food, consumer lifestyle, building solutions, greentech and sustainability, 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:

Gibbs & Soell is an **independent public relations agency** celebrating its 40th year in business. **Headquartered in New York**, G&S has full-service offices in Chicago, Raleigh, N.C., and Zurich, Switzerland. The **G&S global network** extends across nearly 40 countries and includes Cosmo PR in Tokyo, Inhere Communications in Beijing and Shanghai, and the Public Relations Organisation International partnership. Gibbs & Soell GmbH, Zurich, is the company’s European hub and specializes in providing native English-language public relations and marketing communications services to Swiss- and European-based global clients. The agency was honored as a finalist in the European Award for Excellence in 2010. For more information, please visit www.gibbs-soell.com.

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