



GIBBS & SOELL, INC.
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GIBBS & SOELL PUBLIC RELATIONS STRENGTHENS AND EXPANDS CONSUMER PRACTICE

--Industry Veteran Greg Sherry Named Group Head of Consumer Lifestyle Practice--

Key Messages:

- Gibbs & Soell, a global independent public relations firm proudly celebrating its 40th year in business, is broadening its consumer portfolio.
- Marketing and communications veteran Greg Sherry is named group head of Consumer Lifestyle Practice at Gibbs & Soell.
- 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.

NEW YORK, March 7, 2011 – Global independent public relations firm **Gibbs & Soell, Inc.** has expanded its consumer PR capabilities and announced that marketing and communications veteran Greg Sherry has joined the firm to lead its Consumer Lifestyle Practice. Sherry brings 25 years of successful agency and corporate expertise to the new Gibbs & Soell post. In addition to Sherry, several of his key associates from SK Communications will join the Gibbs & Soell team at the Company's headquarters in New York.

The Gibbs & Soell Consumer Lifestyle Practice now will encompass the firm's highly regarded consumer home and building solutions business and new accounts in consumer lifestyle; technology; health, sports and fitness; and home and office products. Current Sherry clients, including HEAD USA, Wenger/Swiss Army, Commonfund, United States Tennis Association, Established Brands, BenQ, and the Archdiocese of Newark, among others, now will be included in the agency's portfolio.

"We are very pleased to welcome Greg and his team of seasoned professionals to the Gibbs & Soell family," said Luke Lambert, president of Gibbs & Soell. "Their outstanding record with consumer-based clients will enhance our already strong capabilities and better position us for a strong future fueled by four decades of Gibbs & Soell success."

"I'm delighted to be part of a world-class organization like Gibbs & Soell," said Sherry. "Gibbs & Soell embodies entrepreneurial passion and client commitment, which are also what drive me. I look forward to tapping into the agency's arsenal of global media talent and capabilities to create even more competitive advantages for our existing and future clients."

Prior to serving as president and CEO of SK Communications, Sherry was founder and president of The Sherry Group, a fast-growing PR firm that was sold to Publicis/BCOM, where he then served as an executive

vice president and managing director. Earlier, Sherry was director of communications for Spalding and Evenflo Companies, makers of sporting goods and juvenile products, and was a vice president at Robert Marston and Associates, a New York PR firm.

During his extensive career, Sherry has developed communications and marketing programs for many of the world's most recognizable brands and companies, including Campbell Soup Company, Miller Brewing, Cadillac, Avon, LG USA, M&M/Mars, Commonfund, Ernst & Young, FedEx, and Perrier, and more.

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. For more information, please visit www.gibbs-soell.com.

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