



**PUBLIC RELATIONS
ORGANISATION INTERNATIONAL**

For further information:

Mr. Bob Frause
President, PROI
206-352-6402
bfrause@frause.com

PROI Partnership Reports 14 Percent Growth Worldwide in 2010

SINGAPORE: Public Relations Organisation International, Inc. (PROI), the world's leading partnership of independent public relations consultancies with offices in Europe, The Middle East, Africa, Asia and North and South America, has reported 14 percent growth in net fee revenue in 2010. The information was released at PROI's 2011 annual meeting of partners held in Singapore.

"Net fee income for 2010 was US\$ 382 million, up from US\$ 335 million in 2009" reported Philip Roffey in his final report to Partners as PROI's outgoing President. Roffey is a partner in France's largest independent agency i+e. "We saw a significant increase in revenue in our Asia-Pacific Region, moderate growth in our EMEA Region and we maintained our revenue overall in The Americas Region, even though revenue was up in South America."

PROI is comprised of 55 partners spread across forty countries in its three regions. According to The Holmes Report, a well-known New York based international rating agency, PROI rated as the 5th largest communications holding company in the world in 2009.

"Whereas the effects of the 2008 recession are still being felt in many markets, our Partners generally saw an upswing as clients renewed budgets and, in many instances, dedicated more budgets to below the line activities, including public relations" said Roffey.

The international meeting of Partners included an overview of the impact of Asia's boom on global media companies and presentations by Partners from India, China, Hong Kong, Taiwan and The Middle East on how clients must adapt their strategies to how business is conducted in their markets. Other presentations included information on how agencies must take advantage of shifting paradigms in the industry, case studies and insight into Google's communications strategy, as presented by Google's Head of Communications and Public Affairs in Southeast Asia.

Founded in Europe in 1970, PROI is the world's oldest and largest partnership of independently owned PR and marketing agencies by fee income. With more than 120 offices in 40 countries on five continents, PROI agencies are the leading independents in their markets from London, New York, Hong Kong, Frankfurt and Tokyo to Beijing, Brussels, Dubai, Mumbai, Paris and Sao Paolo.

PROI builds reputations and shapes opinions using customized programs which combine geographical and business practice expertise and a broad range of services to support clients whose needs stretch across borders and continents. PROI Partners are business leaders and entrepreneurs who understand the demands facing clients and the importance of return on investment and they combine their local knowledge to deliver global results.