



**PUBLIC RELATIONS
ORGANISATION INTERNATIONAL**

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PROI's Partnership Grows in Europe by adding Baltic Leader Publicum

SEATTLE: Publicum Public Relations has been selected as the Baltic States partner for the world's leading group for independent public relations consultancies, Public Relations Organisation International, Inc. (PROI).

Established in 2001 and the Baltic's largest public relations agency, Publicum Public Relations is a full service public relations firm which is part of the Publicum Group. With offices in the capitals of Lithuania, Latvia and Estonia, the Group has a dominant position in the market serving multi-national, regional and national clients.

Publicum Public Relations Director Artūras Jonkus said "PROI Partners are strong and leading agencies and this will allow us to exchange international knowledge, practice and business. At the same time Publicum's knowledge of the Baltic market will allow PROI's international clients to get the best communication solutions".

Public Relations Organisation International, Inc. (PROI), is the world's largest public relations partnership. It is represented in 124 cities in 43 countries, with 56 leading independent PR partner companies and more than 3,200 experienced practitioners servicing 4,100+ clients worldwide. Founded forty years ago, PROI's combined fee turnover of its partners exceeds US\$380m., positioning PROI as one of the world's largest communications companies.

Mr. Bob Frause, PROI's US-based President, welcomed Publicum Public Relations saying, "By adding the Baltic States we are adding another important market within our EMEA Region. Our strategy calls for PROI to continue its growth in eastern Europe and Russia."

Publicum Public Relations joins PROI's EMEA Region which includes some of the most prominent market leading and largest agencies throughout Europe. The company's addition follows on the heels of PROI's expansion over the past few years in the Czech Republic and Poland.

About PROI

Public Relations Organisation International, Inc. was founded in Europe in 1970 and 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 six 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.

For more information about PROI visit www.proi.com