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PROI Worldwide adds Largest Independent Agency in Russia to its Partnership

AGT Communications, with offices across Russia, selected as newest Partner

MOSCOW: AGT Communications Group, the largest integrated independent communications agency with offices across Russia, becomes the latest communications agency to become a partner in the world's leading partnership of independent public relations firms, PROI Worldwide and will represent its interests in Russia, Belarus and Kazakhstan.

"AGT collaborates with a large number of major companies and institutions in Russia interested in building an effective system of communication on an international level. We chose the world's largest and most influential partnership of independents after carefully reviewing other possible networks. Our entry into PROI is a serious and important step that gives us, our Russian clients and our partners in the network new opportunities and challenges." said Vyacheslav Lashchevskiy, Chairman of AGT Communications Group.

"AGT's major presence in Russia as well as in Belarus and Kazakhstan will provide our clients with the expertise they will require in this important market", said Bob Frause, President, PROI Worldwide.

AGT has expertise in many various fields due to its multiplicity (it comprises 15 companies); AGT is the largest communication group in Russia (and listed # 50 in the 2012 world ranking by The Holmes Report).

AGT Communications Network, part of AGT Communications Group, with 9 offices in Moscow, Saint Petersburg, Nizhny Novgorod, Yekaterinburg, Novosibirsk, Rostov-on-Don, Vladivostok, Minsk (Belarus) and Almaty (Kazakhstan), is specialized in PR and Communications Services (PR, PA, Marketing Communications, Corporate Media, Social Projects, Digital Communications, Financial Communications).

An additional seven other specialized companies within the Group are leaders in their field and specialize in different areas such as Media Monitoring, Analysis and Market Research (Smyslographia), publishing house for corporate publications (MediaLine), Digital Media Communications (Bemobi).

AGT is the fifth public relations firm to become a PROI partner in the last four months, following on the heels of newly appointed PROI Agencies in Hungary, Colombia and the US. "PROI Worldwide manages its growth carefully," said Brussels based Jean Leopold Schuybroek, Chair of PROI Worldwide's Global Development Group. "We will continue to add a number of Partners in key markets where we see growth opportunities for our clients", added Schuybroek.

PROI Worldwide is the world's largest public relations partnership of independents founded in Europe in 1970. It is represented in more than 100 cities in 50+ countries, with 57 leading independent PR partner companies and more than 3,200 experienced practitioners servicing 4,400+ clients worldwide. Founded forty-two years ago, PROI Worldwide's combined fee turnover of its partners exceeds US\$380m., positioning PROI Worldwide as one of the world's largest communications companies.

AGT Communications Group joins PROI Worldwide's EMEA Region which includes some of the most prominent market leading and largest agencies. The company's addition is part of PROI Worldwide's current expansion in a number of markets around the world. For more information about PROI Worldwide visit www.proi.com.

For more information about AGT Group visit www.agt-holding.com, about AGT Communications Agency visit www.agt-agency.com.