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PROI Worldwide adds 360 Public Relations to its Partnership

One of New England's Leading Independent Firms to Join World's Market Leading and Largest Partnership

NEW YORK: 360 Public Relations, one of New England's leading independent PR firms and Top Women-Led Businesses, has been selected to become a partner in the world's leading partnership of independent public relations firms, PROI Worldwide, and will represent its interests from its offices in Boston, USA. The company's addition is part of PROI Worldwide's current expansion in a number of markets around the world.

"The addition of 360 Public Relations to our international partnership reflects the continued importance we place on adding quality agencies in the US market," said Bob Frause, Worldwide Chair, PROI Worldwide, adding: "The US is recovering from the difficult past few years and we are again seeing a strong and growing economy with 2012 fee revenue in The Americas Region up 10% over 2011".

"We have long worked for global brands and as our business moves to the next level – and our clients look to extend their businesses – PROI Worldwide offers a highly desirable, best-in-market solution for international PR, marketing and public affairs," said 360PR CEO Laura Tomasetti. "PROI partners possess the kind of expertise we need for our clients. I've been impressed with how real and actionable the PROI partnership is. PROI is a flexible, nimble model perfectly designed for the fast-moving, connected communications world in which we operate."

360 Public Relations has emerged as one of the leading independent PR firms in the New England region over the past decade and has been recognized nationally for its excellent work for consumer brands. 360PR was named Boutique Agency of the Year by The Holmes Report in 2011, a finalist for Boutique Agency of the Year by PRWeek in 2012, and Best Small Agency to Work For by The Holmes Report in 2013.

"Laura Tomasetti is a key player in our industry and PROI Worldwide looks forward to having her as a Partner in our company", added Frause. Prior to founding her agency in 2001, 360PR CEO Laura Tomasetti served in senior communications roles at a Fortune 500 company and a leading Boston non-profit arts institution. Tomasetti recently served on the Board of Directors for The Council of PR Firms. Under her leadership, 360PR has been named to The Boston Business Journal lists of Fastest-Growing Private Companies, Top Women-Led Businesses and Best Places to Work.

With offices in Boston and New York, 360 Public Relations' '360' approach integrates a full circle of media – earned, digital and social – to engage audiences on behalf of some of the world's most respected brands and category leaders. 360PR was a first-mover in digital, creating the very first "blunches" that brought bloggers and brands together. Today, 360 Social, a cross-agency team of digital gurus, provides a full suite of digital and social media services, from content creation to community management, email marketing, web design and development, and analytics. The 360PR MomSquad® conducts proprietary research and offers clients real-parent insights and a grass-roots network of moms for in-home events and more. 360PR practice areas include Healthy Living (food & beverage), Home & Garden, Parenting, Personal Care, Entertainment & Electronics and Spirits. For more, visit www.360PR.com.

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 60 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\$425m., positioning PROI Worldwide as one of the world's largest communications companies.