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MAGNUS joins PROI Worldwide in APAC Region

Australian investor relations and M&A communication firm joins PROI Worldwide

NEW YORK: MAGNUS Investor Relations + Corporate Communication (MAGNUS), consistently ranked in mergermarket's top 3 M&A PR firms in Australia, has joined PROI Worldwide, the world's largest partnership of independent integrated communication firms. The addition of MAGNUS not only increases PROI Worldwide's existing footprint in the broader Australian market but will ensure PROI's dominant leadership position in the M&A market in Asia-Pacific.

"PROI Worldwide is already a leader in the investor relations market in Asia-Pacific. The addition of MAGNUS will build on and ensure our dominant position," said US based PROI Worldwide Chairman Bob Frause. "Since being founded in 2009, MAGNUS has become one of the leading independent investor relations and corporate communication firms in Australia, with offices in Perth and Sydney, providing the capacity to service clients nationally and internationally."

"Joining the PROI Worldwide Partnership both reinforces and extends MAGNUS' ability to service clients requiring cross-border support in corporate transaction communication, investor relations, issues management and corporate brand reputation matters, and is a logical 'next step' in the evolution of the MAGNUS business," said John Gardner, Managing Director and Founder of MAGNUS.

"PROI Worldwide is an impressive and diverse partnership to be a part of and through which the ultimate beneficiary will be our valued clients."

According to Hong Kong based Richard Tsang, Chairman, PROI Worldwide's Global Development Group, APAC Region: "In the first half of 2013, PROI Asia Pacific Partners, including MAGNUS and Citadel in Australia, Adfactors Public Relations in India and SPRG in Hong Kong, ranked No. 2 in the PR Advisor League Table by M&A value and volume, by mergermarket."

About PROI Worldwide

PROI Worldwide is the largest public relations partnership of independents founded in Europe in 1970. It is represented in more than 100 cities in 50+ countries, with 61 leading independent PR partner companies and more than 3,200 experienced practitioners servicing 4,400+ clients worldwide. Founded forty-three 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.

About MAGNUS

MAGNUS is an independent investor relations and corporate communication firm with offices in Perth and Sydney, built on a reputation for delivering outstanding results for clients through trusted relationships, integrity and excellence. Our primary objective is to deliver to our clients a superior level of service while addressing the challenges facing companies in today's highly competitive business environment through effective communication. The MAGNUS team is deeply specialised, drawing on its extensive experience of managing investor relations for ASX-listed companies and developing strategic corporate communication plans to support businesses of all sizes. www.magnus.net.au