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PROI Worldwide adds Central American Agency to its Partnership

The Map Communications has extensive operations throughout Central America

NEW YORK: One of Central America's leading communications agencies, The Map Communications based in Costa Rica and with operations in Central America has become part of PROI Worldwide, the largest partnership of integrated communications firms in the world.

"The Map Communications provides us with a strong position in Central America and will add to PROI Worldwide's strong positioning in both North and South America," said Bob Frause, US based Global Chairman of PROI Worldwide.

"We are very happy and excited to be part of PROI Worldwide," said Miguel Martí, President of The Map Communications. "Both our staff and clients will benefit from the knowledge, experience and best practices that we can tap into and we know that our Brand will grow stronger due to our partnership within PROI Worldwide."

The Map Communications is a full service strategic communications and public relations consultancy, based in San Jose, Costa Rica and operates in all the countries of Central America. Current clients include DHL, Unilever, Telefónica-Movistar, Diageo, Davivienda Bank, and Coca Cola.

About PROI Worldwide

PROI Worldwide is the world's largest public relations partnership of independents founded in Europe in 1970. It is represented in more than 110 cities in 50+ countries, with 64 leading independent integrated communications partner companies and more than 3,400 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.