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rbb Public Relations Named PROI Worldwide Agency Partner

Four-time Agency of the Year Strengthens PROI U.S. Partnership and Creates Link to Central and South America

MIAMI, FL: rbb Public Relations has become a Partner of PROI Worldwide, the largest partnership of integrated communications firms in the world. The Miami-based four-time “U.S. Agency of the Year” will offer the PROI agency partnership resources in the South Florida market and expertise across a wide-variety of consumer and corporate practice areas, including the U.S. Hispanic market.

“rbb provides us with a foothold in Miami,” said Andreas Fischer Appelt, German based Global Chairman of PROI Worldwide. He added, “rbb adds not only to our strength in the U.S. but the firm will be a direct link for PROI Worldwide’s offices in South and Central America as they work with Miami-based regional clients.”

rbb Public Relations is an award-winning marketing communications firm with a reputation for delivering business results and best practices to clients. Founded in 2001, rbb has grown over the last 13 years to become one of Florida’s largest and most respected public relations and communications firms. With 38 professionals and nearly \$6 million (fee billings), the firm serves enterprise and entrepreneurial clients across Florida, the U.S., Canada and Latin America.

“We are honored to be part of PROI Worldwide and excited to provide new global resources to our clients through our agency partners that comprise the global PROI team,” said Lisa Ross, president of rbb Public Relations. “While rbb and its PROI partners may vary in size and area of emphasis, we have many similarities – a focus on measurable business results, a commitment to strong client relationships, and a lot of smart, committed PR professionals..”

About PROI Worldwide

PROI Worldwide is the world’s largest partnership of integrated independent communications agencies 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 4,000 experienced staff servicing 4,400+ clients worldwide. Founded forty-four years ago, PROI Worldwide’s combined fee turnover exceeds US\$525m., positioning PROI Worldwide as one of the world’s largest independent communications companies.

About rbb Public Relations

rbb is a Miami-based marketing communications firm and four-time U.S. Agency of the Year. As the Champion of Breakout Brands, rbb inspires companies with insights on creating customer passion to increase sales. rbb’s multicultural staff delivers award-winning creativity, media relations, corporate counsel, product introductions, digital media, content creation and results/analytics. Specialty practices include consumer products/services, travel, health, sports & entertainment, B2B and higher education. For more information, call (305) 448-7457 or visit www.rbbpr.com