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PROI ADDS KLENK & HOURSCH TO PARTNERSHIP IN GERMANY

Part of PROI Worldwide's Plan to Grow its presence in leading markets

NEW YORK: PROI Worldwide, the world's largest partnership of integrated communications companies, has added Germany's Klenk & Hoursch Agency to its global partnership, adding to its presence in the global communications industry with net fee income exceeding US\$525 million.

Andreas Fischer Appelt, PROI Worldwide's Global Chairman, stated that the addition of an additional German Agency is part of its current plan to increase PROI's strength in key markets around the world. "We want to provide clients with different options in the marketplace," added Fischer Appelt, comparing the partnership's growth to ongoing acquisitions by other global holding companies.

"We look forward to teaming up with a leader like PROI Worldwide", says Uwe Wache, Managing Partner at Klenk & Hoursch AG. "The partnership's culture of entrepreneurship, independence and international focus perfectly aligns with our strengths."

Klenk & Hoursch AG is an award winning specialist Agency for corporate and brand communications in the digital era. Independent and run by partners out of Frankfurt and Munich, the company employs 45 consultants and serves both leading and emerging brands across German and international markets.

About PROI Worldwide

PROI Worldwide was founded in Europe in 1970 and is the world's oldest and largest partnership of independently owned PR and marketing agencies by fee income. With more than 100 offices in 50 countries on six continents, PROI agencies are the leading independents in their markets from London, Paris, New York, Hong Kong, Frankfurt and Tokyo to Beijing, Brussels, Mumbai, Los Angeles and Sao Paolo. PROI Worldwide builds reputations and shapes opinions using customized programs which combine geographical and business practice expertise and a broad range of services to support clients whose needs stretch across borders and continents. PROI Worldwide Partners are business leaders and entrepreneurs who understand the demands facing clients and the importance of return on investment and they combine their local knowledge to deliver global results.