



LOCAL INTELLIGENCE. GLOBAL IMPACT.

For further information:

Aaron Strout
President, WCG
astrout@wcgworld.com
512-524- 6312

Andreas Fischer Appelt
Global Chairman
PROI Worldwide
afa@fischerappelt.de

Allard W. van Veen
Global Managing Director
PROI Worldwide
avanveen@proi.com

PROI WORLDWIDE STRENGTHENS TECHNOLOGY REACH AND INFLUENCE IN SILICON VALLEY WITH W2O GROUP

Fastest growing practice within W2O Group: clients include HP, Intel, NetScout, Verizon, and INRIX

SAN FRANCISCO: In a move to further strengthen its global position in the technology space, PROI Worldwide, ranked as the world's largest partnership of independent communications agencies with fee income in excess of US\$615 million, has further established ties with PROI Partner Agency W2O Group. The 4th largest independent, integrated communications firm in the United States, whose technology clients include HP, Verizon, Intel, NetScout and INRIX, will become PROI Worldwide's technology partner based in San Francisco and Silicon Valley.

"Technology is a key sector for our global agencies," said Andreas Fischer Appelt, Global Chairman, PROI Worldwide and Managing Director of PROI's German Agency fischerAppelt, one of Europe's largest agencies. "W2O will assist us in further developing our global reach, positioning and strength."

"Our partnership with PROI Worldwide will be invaluable as we continue to enhance our rapidly-growing technology practice and expand our footprint beyond the United States to other key markets in the rest of the world," said Jim Weiss, Chairman and CEO of W2O Group. "Healthcare is our foundation and ignited our relationship with PROI, but technology is a key business pillar that will also drive future growth of W2O Group. We are delighted to join forces with such a distinguished, world-class network of agencies that share our passion for innovation and excellence."

"W2O represents the entrepreneurship which enabled PROI Worldwide to be rated fifth among global communications companies," said Allard W. van Veen, Founding Partner and Managing Director of PROI Worldwide which was established in 1970. "W2O provides added insight and leadership as the sector continues to expand."

Technology is the second largest and fastest-growing practice within W2O Group. WCG President Aaron Strout and Twist President Annalise Coady lead a team of expert counselors who have a combined 200 years of experience working with the world's leading technology brands and startups. Michael Brito, Adam Cohen, Rob Cronin, Michael Hall, Jen Long, Jon Maron, Kursten Mitchell, Madelyn Varella, James Morley and Diane Parrish are leveraging this expertise to drive rapid growth of the W2O tech portfolio across b2b, consumer and vertical markets. They exemplify W2O's hands-on approach to working with clients on data-driven, integrated marketing and communications strategies.

"We've continued to expand our footprint in major technology business centers in the United States, including recent office openings in Boston and Minneapolis. Our focus now is on the West Coast — San Francisco, Silicon Valley, San Diego and Seattle — as it proves to be the greatest opportunity in the technology space," said Bob Pearson, President of W2O.

About W2O Group

Founded and led by Chairman and CEO Jim Weiss, W2O Group is an independent network of complementary marketing, communications, research and development firms focused on integrated business solutions to drive change and growth through “pragmatic disruption” for the world’s leading brands and organizations. W2O Group’s networks includes WCG, Twist Mktg, Brewlife and W2O Ventures, with 11 offices in the United States and Europe. For more information, please visit <http://w2ogroup.com>.

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 and is ranked fifth largest among global holdings companies and third largest when compared to multi-national communications companies by leading industry analysts, PROI Worldwide has more than 4,850 clients, 4,400 staff and 100+ offices in 50 countries on six continents, PROI agencies are the leading independents in markets from London, Paris, New York, San Francisco, Hong Kong, Frankfurt and Tokyo to Beijing, Brussels, Mumbai, Los Angeles and Sao Paolo.