



LOCAL INTELLIGENCE. GLOBAL IMPACT.

For further information:

Amy Binder
CEO, RF|Binder
212 994 7600
amy.binder@rfbinder.com

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

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

RF|BINDER FOURTH PROI WORLDWIDE AGENCY IN NEW YORK

Enables agency to compete for global business without compromising personalised service

NEW YORK: RF|Binder, a leading mid-size New York communications company has become part of PROI Worldwide, the world's largest partnership of independent agencies with 2014 net fees of US\$ 615 million.

"We are excited to add RF|Binder to our New York presence," said Andreas Fischer Appelt, Chairman, PROI Worldwide. "PROI is now well represented with four PROI Agencies in this critical market, each occupying a unique position." Fischer Appelt added that there are no plans to add any more PROI agencies in the market.

RF|Binder, an 80 person agency spin-off from Ruder Finn, was founded thirteen years ago on one core belief – digital technology would revolutionize public relations, just as television had transformed advertising fifty years before. Independently owned, RF|Binder focusses on high-interest, issue-rich client engagements where the flow of information, ideas and opinion influence decisions that are important to their clients, whether that decision involves a purchase, an investment, a vote, or a policy choice. The agency was created with an account structure in which senior account leaders work exclusively on client assignments and an operating structure that maximizes creativity and innovation.

"PROI Worldwide's standards reflect our own," says Amy Binder, RF|Binder's CEO, adding "We are both committed to giving clients greater senior management involvement, a more responsive working relationship, and better value in results. As our clients expand globally, it is important for us to have access to a network of agencies that reflect that same commitment". RF|Binder's expertise includes brand and corporate reputation programs, CSR, public affairs, digital, experiential marketing, research and measurement, crisis management and litigation support.

Other PROI Worldwide agencies in New York include Crenshaw Communications, G&S Business Communications and Finn Partners.

About PROI Worldwide

PROI Worldwide, the world's largest partnership of integrated independent communications agencies founded in Europe in 1970 has offices in more than 110 cities in 50+ countries, with 75 leading independent integrated communications partner companies and more than 4,400 experienced staff servicing 4,850+ clients worldwide. PROI Worldwide's combined fee turnover exceeds US\$615m., positions it as the 5th largest partnership in the world by net fee income.