



PUBLIC RELATIONS
ORGANISATION INTERNATIONAL

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WORLD'S LARGEST PR PARTNERSHIP ADDS TORONTO PARTNER TO STRENGTHEN PROI CANADA TEAM

PARIS, France: For Immediate Release: – Public Relations Organisation International, Inc. (PROI), with global fee income in excess of US\$335 million ranking it among the top ten public relations holding companies in the world, has announced the selection of Brown & Cohen Communications & Public Affairs Inc. as their third Canadian Partner to strengthen the Canadian presence in its international public relations partnership.

Brown & Cohen Communications & Public Affairs Inc., with offices in Toronto, Canada, joins PROI Partner agencies Enigma Communications in Montreal and Reputations Corporation in Vancouver. Together they will provide clients the ability to access Canadian markets under the PROI Canada brand.

"PROI welcomes the strengthening of PROI's presence in Canada," said Mr. Philip Roffey, PROI's President based in Paris, France. "Brown & Cohen's addition will also further enhance PROI's position in The Americas Region and enable our clients to be served across Canada as we now have a presence in Canada's three major markets."

"We wanted to help our clients grow their business while expanding our own presence in Canada and internationally," said Kim Cohen, CEO, Brown & Cohen Communications & Public Affairs Inc. "Through PROI we offer clients a cost-effective way to access Canadian and international markets," she added. With a staff of 40, PROI Canada serves more than 100 clients. Internationally PROI's 2,000+ consultants work with more than 3,500 clients from its 120+ offices making it the world's largest partnership of independent public relations firms by fee income.

PROI Partners are all independents and located in 120 cities, 40 countries and five continents. They offer seamless global access and results by offering clients customized programs which combine geographical and business practice expertise and a broad range of services across borders and continents.

Partners are business leaders and entrepreneurs in their own markets and they have worked together for 40 years, meet at least twice a year and exchange staff, ideas and best practices.

For more information about PROI visit www.proi.com