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WORLD'S LARGEST PR PARTNERSHIP CONTINUES STRATEGIC EXPANSION IN EASTERN EUROPEAN MARKETS

PARIS: 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 added Twenty Four Seven PR in Poland in a continued expansion in Eastern Europe.

Twenty Four Seven PR, with offices in Warsaw, is one of Poland's largest independent agencies. The company is PROI's second partner in Eastern Europe. The other is industry leader Seesame Communication Experts in Bratislava, Slovak Republic.

"PROI will continue to expand strategically in Eastern Europe as we identify leading agencies in these markets who meet PROI's criteria," said Mr. Philip Roffey, PROI's President based in Paris, France. "Twenty Four Seven PR serves some of the world's leading companies and will be an excellent addition to the PROI brand internationally."

"We are excited and proud to become part of world's leading partnership of independent PR agencies. As the oldest and largest, PROI has proven its benefits to both partner agencies and their clients," said Dirk Aarts, Managing Director, Twenty Four Seven PR. "We believe independent agencies will continue to play an important role in the public relations market. The involvement and flexibility that independents can offer has clear and direct advantages for clients. At the same time clients can access global know how through the global PROI partnership".

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