



PUBLIC RELATIONS  
ORGANISATION INTERNATIONAL

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**PROI INCREASES ITS DOMINANCE IN HEALTHCARE WITH WCG**

*PROI adds world's largest independent healthcare Agency as Partner*

**PARIS, June 21, 2010:** – 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 [WCG](#), the world's largest independent healthcare agency to its partnership.

With more than 170 employees serving clients around the world from offices in San Francisco, New York, Chicago, Washington, D.C., Austin, and London, WCG will provide a significant boost to PROI's healthcare experience internationally. While a number of PROI agencies already count healthcare clients among their 3,500+ clients, none are as focused as WCG on this ever growing sector.

"WCG adds an exciting new opportunity for growth for our partners worldwide," said Mr. Philip Roffey, PROI's Paris based President. PROI, with 3,000+ staff worldwide, operates from more than 120 offices making it the world's largest partnership of independent public relations firms by fee income.

"Our partnership with PROI will immediately deepen our global bench strength, offering our clients more rigorous insights, intelligence and culturally relevant expertise to enhance the integrated communications programs we deliver. We are thrilled to be part of one of the world's best-known global networks with like-minded independent agencies that share our passion for excellence," said [Gail Cohen](#), Managing Director, Global Integrated Services, WCG.

After naming WCG as Healthcare Agency of the Year for the past two years, the Holmes Report, a leading communications industry publication, recently also named WCG as [North American Agency of the Year](#) and Midsize Agency of the Year. The Holmes Report cited the agency's continued growth despite a weakening global market. The agency was also recently ranked #6 on PRWeek's Top Independent Firm Rankings. WCG's fee income increased from US\$ 19 million in 2008 to US\$ 27 million in 2009.

PROI Partners are all independents and located in 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.

**About WCG**

Led by Chairman and CEO [Jim Weiss](#), WCG is creating the positive future of communications by focusing on the corporate and product marketing and communications needs of the world's leading companies.

Serving clients in offices in San Francisco, New York, Chicago, Washington, D.C., Austin and London, WCG's seasoned professionals specialize in branding, design, digital, interactive, social and traditional marketing, corporate and product PR, media, investor and advocacy relations, clinical trial recruitment and grassroots direct-to-patient communications campaigns. For more information, please visit [www.wcgworld.com](http://www.wcgworld.com).

**About PROI**

Public Relations Organisation International, Inc. 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 120 offices in 29 countries on five continents, PROI agencies are the leading independents in their markets from London, New York, Hong Kong, Frankfurt and Tokyo to Beijing, Brussels, Dubai, Mumbai, Paris and Sao Paolo. PROI 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 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. For more information about PROI visit [www.proi.com](http://www.proi.com)