



**PUBLIC RELATIONS
ORGANISATION INTERNATIONAL**

SEATTLE, BUDAPEST
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PROI WORLDWIDE EXPANDS IN EMEA WITH PREMIER PUBLIC RELATIONS

Hungary on map of the world's leading group of independent PR consultancies

Premier Public Relations has been selected as the Hungarian partner for the world's leading group for independent public relations consultancies, PROI Worldwide.

Established in 2000, Premier Communications is one of the most dynamically developing Public Relations and Public Affairs agencies in Hungary, providing full service communications solutions to its clients.

Premier mainly serves the Hungarian affiliates of leading international blue chip clients and some prestigious local SME's as well as NGO's by integrated and tailor-made communications solutions.

"We are delighted to join PROI Worldwide. Premier joins not only a group of leading edge agencies but also an effective and professional global and regional partnership allowing our clients to benefit from the diverse expertise and high level of communications know-how available in all markets where PROI partners operate" - said Attila Piskoti, Managing Director of Premier Public Relations. "Besides the wide horizon of professional advantages, from now on Premier is able to offer its Hungarian clients services across the EMEA region while also serving the partners' clients in Hungary" - he added.

PROI Worldwide is the world's largest public relations partnership. Represented by 56 leading independent PR partner companies and more than 3.200 consultants, PROI is represented in 50 countries, with 100 offices servicing over 4.400 clients. Founded 42 years ago, PROI Worldwide's combined fee turnover exceeds US\$380 million, positioning it as one of the world's largest communications companies.

"Premier Public Relations' operation in Hungary adds another important market to our EMEA Region. Our strategy calls for PROI Worldwide to continue its growth in Eastern Europe and Russia" – said Mr. Bob Frause, PROI Worldwide's US-based President upon welcoming Premier Public Relations. "As part of PROI Worldwide, Premier is in the best global partnership to continue its growth among the leading agencies in their respective markets" – he added.

PROI Worldwide's EMEA Region includes some of the most prominent market leading and largest agencies throughout Central Eastern Europe. The agency's addition follows on the heels of PROI Worldwide's expansion over the past few years in the Czech Republic and Poland and its current further expansion into other CEE markets.

At present, Premier Public Relations provides communication services for such blue-chip clients as the Alstom Group, Danone, Tetra Pak, Knauf Insulation and also works for some prestigious local NGO's and civil organizations like Beverage Carton Alliance, the Hungarian Product Grand Prize Organisation as well as Naszálytej Plc.

For further information please contact:

Attila Piskóti

Managing Director

Premier Public Relations

Mobile: 30-280-0615

E-mail: piskoti@premiercom.hu

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 by fee income. With more than 100 offices in 50 countries on six continents, PROI agencies are the leading independents in their markets from London, New York, Hong Kong, Frankfurt and Tokyo to Beijing, Brussels, Dubai, Mumbai, and Sao Paolo. PROI Worldwide 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 Worldwide 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 Worldwide visit: www.proi.com