



Media Release
Issued by: PROI Worldwide HQ

For more information:
Josh Purdy
Josh_Purdy@gage.com
(763) 595-3855

PROI Worldwide Adds Gage to its Partnership

MINNEAPOLIS—Feb.5, 2013— PROI Worldwide, the world’s largest partnership of market-leading, independently owned marketing and communications agencies, has announced that Gage will become a PROI partner and represent the company’s interests in Minneapolis and the Minnesota region of the U.S.

Founded in 1992, Gage is a digitally driven integrated marketing and communications agency with 125 employees and US\$30 million in billings. Gage’s services include interactive, promotion, games management, loyalty, social media, mobile, public relations and marketing automation. Its clients include some of the world’s most recognized and respected brands, such as 3M, Best Buy, BMW, Coca-Cola, Thomson Reuters, United Health Group, Walmart and Microsoft.

According to Tom Belle, Gage president and CEO, affiliation with other forward-thinking agencies serving global companies brings added value to clients who need representation in various regions important to their business. “Becoming a PROI partner opens the door to more global collaboration,” said Belle.

“The addition of Gage continues our expansion as we add major agencies to our worldwide partnership,” stated Bob Frause, Global President of PROI Worldwide. “PROI is now firmly established as the largest partnership of independents,” added Frause and “we anticipate total fee billings to exceed US\$400 million”.

About PROI Worldwide

PROI Worldwide is the world’s largest public relations partnership of independents founded in Europe in 1970. It is represented in more than 100 cities in 50+ countries, with 56 leading independent PR partner companies and more than 3,200 experienced practitioners servicing 4,400+ clients worldwide. PROI Worldwide is rated as one of the world’s largest communications companies.

About Gage

The world’s premier brands come to Gage for marketing solutions that drive behavior. Gage helps clients grow sales, profits and market share. Its work spurs consumers, customers and channel partners to take action. Gage is a technology-savvy, strategically-driven – and results-obsessed – marketing agency. Gage was recently honored with the global Brandon Hall Excellence Award in the area of mobile development and is ranked in the top 10 U.S. agencies by PROMO Magazine for interactive marketing and sweepstakes. Learn more at www.gage.com.