



LOCAL INTELLIGENCE. GLOBAL IMPACT.

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CONTACT:

Jeremy Bakken, Lambert, Edwards & Associates
P. 011 616 233 0500
jlambert@lambert-edwards.com

FOR IMMEDIATE RELEASE

PROI Worldwide Adds Michigan's Largest PR and Investor Relations Agency, Global Automotive Specialist

Third Major Independent to Join Largest Global Partnership in three months

DETROIT, MICH. – February 18, 2013 – Lambert, Edwards & Associates (LE&A), Michigan's only statewide public relations agency with offices in Detroit, Lansing and Grand Rapids, and a top-20 investor relations firm nationally, is the latest company to join the PROI Worldwide Partnership. PROI Worldwide is the world's largest partnership of market-leading, independently owned marketing and communications agencies with global fee income in excess of \$382 million. LE&A will represent the company's interests across Michigan and also offer its expertise globally in a variety of specialty categories including automotive and investor relations.

LE&A was founded in 1998 and has grown for 14 years to become one of the Midwest's largest and most respected public relations and investor relations firms. The \$6 million (fee billings) firm is comprised of more than 40 professionals from global agency, Fortune 100 and Wall Street backgrounds, serving publicly traded and privately held clients based in 20 states and five countries.

"We are honored to be part of the PROI Partnership and excited about the opportunities for collaboration and best-practice sharing with the other agencies that make up the impressive PROI team," said Jeff Lambert, president and managing partner of Lambert, Edwards & Associates. "We look forward to adding our complementary expertise, particularly in Automotive and Investor Relations, and bringing the PROI global resources to our clients as they, too, look to growth and expansion worldwide."

Bob Frause, Global President of PROI Worldwide, added: "PROI is focused on blending regional resources and international expertise for our clients no matter where they do business or what industry they serve. The addition of Lambert Edwards and their three locations across Michigan give us a strong presence in a state that is home to the global automotive market, and we believe LE&A's track record of growth and innovation is in perfect alignment with the other firms in our partnership.

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. Founded forty-two years ago, PROI Worldwide's combined fee turnover of its partners exceeds US\$380m., positioning PROI Worldwide as one of the world's largest communications companies.

About Lambert, Edwards & Associates

Named the 2010 PRWeek and PRNews Small Firm of the Year, LE&A (www.lambert-edwards.com) is a top-20 investor relations firm nationally and a top-10 Midwest-based PR firm with clients based in 20 states and five countries. LE&A has won numerous awards, including Bulldog Reporter's "Best Integration of PR and IR" award in 2011 and the Silver Anvil for Small-Cap IR Campaign of the Year, reflecting its integrated approach on both the PR and IR fronts. LE&A serves middle-market companies and national brands in five primary practice areas: Automotive, Consumer, Financial Communications, Health Care and Public Affairs. LE&A has posted 14 years of growth, successfully integrated four acquisitions and earned four Silver Anvil awards – the profession's highest honor. Follow us: [@LambertEdwards](https://twitter.com/LambertEdwards).