



LOCAL INTELLIGENCE. GLOBAL IMPACT.

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CONTACT:

Laura Muchnik, President, Muchnik.co
lmuchnik@muchnik.co

FOR IMMEDIATE RELEASE

PROI Worldwide Adds Muchnik.co to its South American Operations

Argentinian team specializes in building the reputation of companies, projects, organizations, entrepreneurs and brands throughout Latin America.

NEW YORK – May 2, 2013 – Muchnik.co, an aggressive, young, but already one of the leading independent communications firms in Argentina, 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 \$421 million. Muchnik.co joins agencies in Brazil, Colombia and Mexico to become part of PROI's LATAM operations.

"I created Muchnik a year ago. It is a contemporary communications think tank consisting of a team of professionals and an extensive network of key players in different disciplines. They work with passion, dedication and intelligence to build or enhance the reputation of our clients", says Laura Muchnik, President.

Cristian Marchiaro, Executive Director of the company, adds "Muchnik.co is a new concept in the industry. We have a business model that recovers the craftsmanship of our work and the proximity to our clients. Our objective is to separate ourselves from the current service offering to create a new enhanced model, on the basis of an interdisciplinary team of experts in various fields and industries".

"By becoming part of PROI Worldwide, we are now part of a collaborative and enriching business platform with a relevant global presence" adds Muchnik commenting on the agency's decision to become part of PROI Worldwide's presence in South America.

Bob Frause, Global President of PROI Worldwide, added: "Muchnik.co was chosen to be part of our global team because they reflect the constant changing reality of our industry, while ensuring client needs are met". The agency was added to PROI's LATAM operations after a recent visit by members of PROI's Global Development Group to the Region as part of the global partnership's current expansion of its footprint not only in South America but worldwide and especially in growth markets in Asia Pacific, The Middle East, Africa and Central and Eastern Europe.

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 58 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\$420m., positioning PROI Worldwide as one of the world's largest communications companies.

About Muchnik.co

Muchnik.co specializes in building the reputation of companies, projects, organizations, entrepreneurs and brands throughout Latin America. The team is formed by senior professionals from different disciplines and an important board of notables, whose role is to add value to projects based on their experience. Muchnik collaborates with companies and organizations in the private and public sectors so that they achieve their goals through innovative communication initiatives. The agency's core skills are: Corporate, Brand and Product Communication, Custom Publishing and Brand Experience.