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LUXEMBOURG AGENCY BECOMES PART OF PROI WORLDWIDE

Distinct Communication further consolidates global partnership's position within EMEA

NEW YORK: Europe's largest partnership of independent agencies, PROI Worldwide, has added Distinct Communication in Luxembourg to further strengthen its position in EMEA Region. The world's largest partnership of integrated communications companies, PROI Worldwide is the largest global partnership within the global communications industry with net fee income exceeding US\$525 million.

"Joining a talented partnership is an important move for Distinct Communication," said Laurence Ponchaut, Distinct Communication's Founder and Managing Director, adding "Client needs are evolving and more global than ever before and we look forward to working with PROI agencies to capitalise on local knowledge and industry expertise tailored to how the business works today".

Andreas Fischer Appelt, PROI Worldwide's Global Chairman, stated that the addition of a Luxembourg agency further strengthens PROI Worldwide's ability to service its global and regional clients.

Distinct Communication is a strategic communications and change management consultancy serving clients in Luxembourg and Wallonia. Distinct's core is reputation management and transition management. The agency designs strategies and offers implementation support mechanisms to help clients to deliver on their brand promises, improve performance and achieve their business goals and transition imperatives.

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, Paris, New York, Hong Kong, Frankfurt and Tokyo to Beijing, Brussels, Mumbai, Los Angeles 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.