



LOCAL INTELLIGENCE. GLOBAL IMPACT.

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KISS BECOMES FOURTH PROI WORLDWIDE PARTNER AGENCY IN UK

NEW YORK: The world's largest partnership of independent integrated communications agencies, PROI Worldwide, has added KISS Communications Limited in Cambridge, England making it the fourth PROI Worldwide Agency in the United Kingdom. PROI Worldwide has net fee income exceeding US\$615 million and counts four UK agencies.

Andreas Fischer Appelt, the German based Global Chairman of PROI Worldwide and owner of fischerAppelt, one of Germany's largest communications groups, stated that "KISS has a similar ethos to many agencies in our partnership and we felt they were a good fit for the group. We also liked the sector focus the agency has in science and technology, and its location in the UK's science and technology centres – Cambridge and Oxford."

Simon Fryer, CEO of KISS said, "We work with many international clients and ambitious companies that are looking to scale around the world. It is a natural next step for Kiss to become part of PROI Worldwide and to take advantage of the services the partner offices can provide. Becoming part of the oldest and largest global partnership of independent agencies is very exciting and we look forward to working with PROI and our other partner agencies."

"As we continue to grow aggressively we are also bolstering our presence in some existing markets," said Allard W. van Veen, Global Managing Director and a founding partner of PROI Worldwide, adding "we continue to be very selective as we grow to ensure continued quality for our clients."

With 72 partner companies, 110+ offices in 50 countries and regions and on 5 continents, the international partnership of PR and communications agencies, provide KISS and its clients with local knowledge to deliver global results delivered by offices throughout Europe, the Middle East and Africa, North and South America and Asia-Pacific.

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 Paulo. 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.