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GCI and Grey Win Worldwide Organon Account

Amsterdam (May 17, 2004) – Organon International Inc., the pharmaceutical company with roots in the Dutch town of Oss and headquartered in New Jersey, USA, has signed a worldwide contract with the GCI Group.

The contract makes GCI and its sister companies within Grey Global Group the preferred suppliers for all of Organon's communications, including a broad range of PR services, advertising, direct marketing, media and publications. Organon's parent company, Akzo Nobel, also has access to the services of GCI and Grey.

The agreement follows Organon's decision to subject its communications needs to a strategic and pragmatic model. The total number of agencies involved has been reduced to three large agencies with extensive international networks.

Jeroen Bruning, Executive Director Communications of Organon International, said: "This new approach will help to contribute to a more effective collaboration between the agencies and thus to better results and cost efficiency. GCI and Grey have primarily been chosen for their outstanding results in healthcare in Europe and North America. This, together with their experience in integrating different communication disciplines, makes them ideal partners to support us in meeting our goals. The fact that GCI and Grey are organized in extensive international networks with a presence in practically every relevant market further contributed to the final decision."

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Balou van de Ven, Managing Director of GCI Holland remarks: “The good co-operation between the different communication disciplines has already attracted a number of clients in The Netherlands. That we can broaden this experience on an international scale is for a greater part the result of efforts made by our consultant Edward Verhey, who introduced GCI to Organon. Therefore Edward will participate in the international co-ordination to implement future campaigns for Organon.”

About GCI Group

GCI group is a global public relations firm and a wholly owned partner company of Grey Global Group. Its success extends across six practices areas, including healthcare, corporate, consumer, technology, public affairs and media relations. The firm is committed to supporting the business objectives of its clients through superior industry knowledge and measurable solutions. GCI serves a broad base of multinational clients including Bayer, British Airways, Cap Gemini Ernst & Young, Coca Cola, Dell, Eli Lilly, Intel, Pfizer, RadioShack, and Sony Ericsson.

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