



Contact: Ralf Hering
GCI Group - Hering Schuppener
+49 211 430 79 0
rhering@heringschuppener.com

HERING SCHUPPENER No.1 in the prmagazin's Quality Ranking 2004

Düsseldorf, Germany, May 3, 2005 – In the quality ranking of the German "prmagazin" (issue 08/2004), GCI's German partner Hering Schuppener achieved the first rank in the overall evaluation.

The survey interviewed 178 communication department heads at German companies and corporate networks, reviewing their experiences with PR agencies on a scale from one to ten. The key criteria included employee competencies, appearance and reliability.

Having attained second place in 2003, Hering Schuppener was the winner in 2004. This survey of experts in the practical field guarantees a high degree of validity of the survey, making an important contribution to market transparency of PR competencies.

About GCI Group

GCI Group is a global leader in the public relations industry and operates a thriving healthcare practice whose clients benefit from the firm's multidisciplinary approach to healthcare public relations. Its success extends across five additional practices, 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 consumer clients including Bayer, Dell, Forest Laboratories, Merck, Pioneer Electronics, RadioShack, Schick, Sony Ericsson, and Starbucks.

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