



GCI NAMES STEFFEN LÜDERS CHAIRMAN, GCI EUROPE

Appointment Solidifies Firm's Global Strategy

February 27, 2006 (New York, NY) – GCI today announced the appointment of Steffen Lüders, CEO of GCI Mannov, to the role of Chairman, GCI Europe.

Lüders has been the CEO of GCI Mannov for 11 years and under his leadership, the agency has grown to become the leading public relations firm in Denmark.

This appointment signals the momentum of GCI's global strategy.

“Steffen's talents and success go beyond the impact he has made in Denmark,” said Jeff Hunt, president and CEO, GCI Group. “For the past four years, he has been a valued member of our Global Board and has brought a passion for finding ways to share and develop competencies across borders. His leadership and business development skills have given us great momentum in Europe.”

Lüders will now take the helm in coordinating client business and investing in mutually beneficial activities for offices across the network. He will be responsible for bridging relationships, leveraging competencies, driving new business, and developing existing client relationships. He will report to Hunt and continue to play a key role in advancing the Global Board's renewed focus on the global operations of the firm.

“There is now enormous potential for GCI to enhance our offerings and solidify our global positioning,” said Lüders.

GCI today ranks among the leading global firms in the industry operating 39 offices in 27 countries and has distinguished itself in the marketplace by our fact-based approach to developing informed and measurable communications solutions that align with our client's business objectives. We leverage a worldwide network to meet the unique needs of our clients and our built-to-order approach to team development assures our clients that we have brought together those professionals best suited to work on their business. Our portfolio of multinational clients includes Dell, Bayer, British Airways, BMW, and Medtronic.

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