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RACHELLE SPERO NAMED HEAD OF GCI NEW YORK'S DIGITAL MEDIA PRACTICE

New York, NY (December 19, 2006) -- The GCI Group today announced the appointment of Rachelle Spero to Senior Vice President, Digital Media, GCI New York. She brings 14 years of public relations and interactive marketing experience with a specialty in healthcare. Spero's appointment further solidifies GCI's continued commitment to the evolving digital media space and the spotlight it is placing on the needs of the healthcare industry.

"Rachelle has been at the forefront of the digital media evolution long before the public relations industry even saw it on the radar," said Stephanie Marchesi, President, GCI New York. "In addition to being a pioneer, Rachelle brings a range of industry experience including a strong track record for guiding healthcare clients into this new world of digital media relations and community building."

Spero will be responsible for leading GCI New York's digital media capability across the firm's practice areas including, healthcare, consumer marketing and corporate. She will report to Marchesi as well as Paul Walker, Executive Vice President, Digital Media.

"Rachelle represents an important step towards our long-term goal of becoming the industry's leading provider of digital media strategy," said Walker. "As the anchor in our largest office, she is going to bring immediate impact to new business and organic growth while taking the digital media skills of the account teams to another level."

In 2001 Spero founded Crank Digital Video, a consulting group specializing in creating, refining and architecting ideas to drive digital video content strategies for sales, promotion and marketing. Her clients included BBC, Music Video Distributors, and WGBH. She also produced documentary and independent DVD titles including: *PowerTrip*, *Avoid Eye Contact- The Best of NYC Independent Animation* and *Ninavision Animation*.

Crank Digital Video became part of Digital Influence Group in 2001 and renamed Digital Influence Group under the management of Larry Weber. There, Spero helped define best practices for influencing Web 2.0 media working with such clients as Visa International, Sun, SAP, Genzyme and drugstore.com. She was also responsible for leading cross-functional teams comprised of public relations, creative, interactive and mobile. Her passion for professional development helped drive company-wide expertise for blending all disciplines.

Spero also held senior positions with Cramer, the largest integrated media company in the Northeast and Planet Interactive, now Jack Morton Worldwide and member of the Interpublic Group. During her tenure with these firms, she introduced such clients and J. Crew, Saab, WebMD, HP and Ernst & Young to interactive marketing strategies that incorporated Webcasting, digital post cards, DVD development and Web commercials. In addition to her client service responsibilities, she played integral roles in driving new business.

ABOUT GCI

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 clients includes Dell, Bayer, Nike, Genentech, Whole Foods, Starbucks, BMW, and Merck.