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**GCI Taps Ketchum Veteran, Kiersten Zweibaum,
To Lead National Corporate and Consumer Practices**

May 11, 2006 (New York, NY) –Kiersten Zweibaum has joined GCI Group as Executive Vice President with responsibility for overseeing both the Corporate and Consumer Practices. She comes to GCI from Ketchum, where she had been for the last 15 years.

Zweibaum will be responsible for leading and driving growth and building account teams, focusing on such clients as Capgemini and Dell (Corporate) and Remy and Schick (Consumer). She will report into Stephanie Marchesi, president, GCI New York.

“Kiersten brings an impeccable track record for serving clients, growing business, and leading teams, and I couldn’t think of a better person to fill this important position,” said Marchesi. “Her experience with Fortune 500 companies has touched every facet of corporate and consumer communications, so it makes perfect sense to have her head up two of our most important practices.”

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Zweibaum most recently had day-to-day responsibility for Ketchum's New York Corporate practice and also played a leadership role in the Global Corporate Practice. First Data Corporation, HSBC, Delta Air Lines, Chase Manhattan, American Express, Norelco, Budget Rent a Car, Borders Books & Music, and SkyTeam are just a few of the clients she has serviced and counseled. Prior to joining Ketchum's Corporate Practice, Zweibaum played a leadership role in Ketchum's Brand Marketing Practice as well. Her areas of expertise include corporate and brand positioning; launches for new and refurbished brands, services and products; CEO visibility and communications; issues and crisis management; and, employee communications.

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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