



Contact: Susan Pagano
GCI Group
212-537-8145
spagano@gcigroup.com

New Hire and Increased Specialization
Aim To Further Accelerate GCI's Growing Consumer Marketing Practice

Andrew Silver Named Head of
North America Consumer Marketing Practice

GCI Veterans, Melissa Schumer and Steve Bonsignore,
To Lead Interactive Entertainment and Sports Marketing Specialties

January 23, 2007 (New York, NY) -- GCI Group's North America Consumer Practice, home to such clients such as Rémy Martin, Nike, Darden, Schick, and Whole Foods is getting an injection of new leadership. Former Ogilvy PR Worldwide executive, Andrew Silver, has been named Executive Vice President, North America Consumer Practice. Complementing his appointment is the establishment of two new practice specialties – Interactive Marketing and Sports Marketing – headed up by GCI veterans, Melissa Schumer and Steve Bonsignore, respectively.

"2006 was a milestone year for our Consumer Marketing Practice and when you look back at the breakthrough work delivered on behalf of longtime clients and high-profile new additions, you can see that we've taken the practice to another level," said Jeff Hunt, GCI Group Chief Executive Officer. "Andrew is no stranger to innovative thinking and he has a winner's attitude that will keep the momentum of the practice going," added Hunt.

Silver joins GCI from Ogilvy PR Worldwide where he was Executive Vice President, Group Director of the New York consumer marketing practice. At Ogilvy, he worked with clients such as Unilever, Luxottica Group, BP and Johnson & Johnson. Prior to this, he was at Edelman where he led the Dove campaign across the U.S. and served as the general manager of Edelman's Shanghai office. Silver will be based in New York with responsibility for working across the firm's Austin, Atlanta, Chicago, Los Angeles, San Francisco and Toronto offices.

In addition to the appointment of Silver, GCI named Schumer, GCI California Executive Vice President, to lead its Interactive Entertainment sector. The sector will cater to the very specific needs of the growing consumer entertainment industry.

-more-

“Melissa came to GCI six years ago with applicable experience having worked in-house at Sega and at Fox’s online division,” said Hunt. “Since then, she has expanded her expertise, establishing a foothold for GCI in gaming on behalf of THQ, in home entertainment on behalf of Sony Pictures Home Entertainment, and in connection to new technologies such as Blu-Ray and downloadable content,” added Hunt. “Her track record for business development is also one of the best in the business.”

Leading the new Sports Marketing sector is Bonsignore, Vice President and long-time GCI New York executive. GCI already represents such clients as Nike, Major League Baseball, the Sony Ericsson WTA Tour and The PGA Tour.

“As we tracked our successes in this area, it seemed there was always a link to Steve’s involvement and his passion,” said Hunt. “Both Steve and Melissa represent the priority we are placing on building our business around the evolution of our industry, the changing demands of our clients and the unique talent of our people,” added Hunt

About GCI

GCI is a full service global public relations firm and part of the WPP Group, one of the world’s largest communications services groups. GCI is home to three industry practices; healthcare communications, consumer marketing, and corporate communications. Complimenting the strength of these practices is the firm’s expertise in digital media, creative ideation and media relations and its specialization is such areas as sports marketing and interactive entertainment. GCI distinguishes itself through its business-based approach to communications and the priority all its professionals place on linking communications solutions to business objectives. GCI’s portfolio of clients includes Dell, Lowe’s, Genentech, Nike, RadioShack, Schick, Starbucks, and Whole Foods.

#