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GCI London Launches Sponsorship Offer

London, UK (19 March, 2006) – GCI London has launched a dedicated sponsorship exploitation offer to further expand its growing presence in the sports and branded entertainment sectors.

GCI Sponsorship is led by associate director Ben Padfield and will focus on the development of sponsorship services to maximise brand potential for several existing agency clients, including Procter & Gamble, Garmin, WTA Tour and Adeem and Investment Dar the new owners of Aston Martin.

GCI Sponsorship in the UK will link in to GCI's worldwide sponsorship specialists across North America, Asia and the Middle East to expand the group's global capabilities. London will become a hub for existing regional clients and will focus on the introduction of clients to opportunities that include movie blockbusters, international football, music festivals, Formula 1 and TV programming.

Mark Cater, CEO, GCI London says: "Our sponsorship offer will be integrated across our existing portfolio and will also be offered as a stand-alone service for select clients. Clients are seeking more innovative ways to reach their audiences and are increasingly looking to public relations as a means of achieving business-changing results."

GCI has established a reputation for creating breakthrough sponsorship activation for clients such as Procter & Gamble amongst others. The agency's award-winning Keepy Uppy campaign for Pringles was one of the most successful brand campaigns during last year's World Cup and drove impressive business growth. GCI followed this with the creation of Pringles Unsung to support the brand's entry into music, an initiative so well received within the industry that the winning band is set to be signed by one of the world's biggest record labels.

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About GCI

GCI London is part of GCI Group, a leading global public relations firm with offices throughout North America, Europe, Middle East and Asia and is a member of the WPP Group, one of the world's largest communications services groups. Among its roster of clients are major organisations, including

Alliance Healthcare, British Airways, Capgemini, Dell, Procter & Gamble, Sony. GCI delivers award winning public relations across a range of business sectors. We combine great ideas and strategic insights to deliver measurable | business impact.

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