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GCI London and The PRactice Form Affiliation

Agencies share resources to strengthen UK consumer offer

London, UK (09 May, 2007) – GCI London and UK boutique agency The PRactice today announced an affiliation agreement between the two companies. The PRactice, a specialist media relations boutique, with strong skills in the areas of consumer youth, music, fashion, retail and events will collaborate with GCI to provide existing clients of both agencies with a broader scope of consumer focused services.

The PRactice works with an impressive network of influential media personalities and celebrities with national and international appeal that will greatly enhance the services we offer to our clients” said Mark Cater, GCI London Chief Executive Officer. “GCI will provide The PRactice with access to its extensive worldwide network” he said.

The PRactice has recently launched a music publishing offering that currently includes work from artists as diverse as Lenny Kravitz, Kylie Minogue and Angie Stone. The PRactice will operate from the GCI London offices from May 14th 2007.

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About GCI

GCI London is part of GCI Group, a leading global public relations consultancy with offices throughout North America, Europe, Middle East, Asia and Africa 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, Macquarie Goodman, Procter & Gamble and Sony. GCI delivers award winning public relations across a range of business sectors and combines great ideas and strategic insights to deliver measurable business impact.