



For further information:

Keiko Takagi

Managing Director, Asahi Agency
takagi@asahi-ag.co.jp

Andreas Fischer Appelt

Global Chairman, PROI Worldwide
afa@fischerappelt.de

PROI ADDS PRAP JAPAN GROUP TO ITS WORLDWIDE PARTNERSHIP

Japan's largest publicly listed communications group reaches out globally

NEW YORK: PRAP Japan Group, Japan's largest publicly listed communications group, has become a partner agency in PROI Worldwide, the world's largest partnership of integrated communications firms with global fee income exceeding US\$525 million.

"The addition of PRAP Japan Group will add significant expertise and will result in PROI Worldwide becoming one of the largest partnerships in Asia-Pacific," said Hamburg based Andreas Fischer Appelt, Global Chairman, PROI Worldwide. He added that PRAP Japan Group's comprehensive approach will add value for PROI Worldwide's clients around the globe. In addition to its solutions oriented strategy formulation and consulting services PRAP Japan Group provides seamless implementation over the full spectrum of communications measures and tools.

The PRAP Japan Group consists of six distinct units of which four are in Japan and two in China. The Group's Japan units include PRAP Japan and Brains Company, both of whom are focused on facilitating Japanese and foreign-affiliated companies to achieve success in the Japanese marketplace. In addition Asahi Agency, which has been a PROI partner since 2003, and Witan Associates have a proven track record providing multinational clients with fully bilingual marketing and public relations services.

PRAP China and Brains China have a wealth of experience supporting Japanese companies in the Chinese marketplace. The group's strong support system combines aggregated expertise with vertical industry experience to provide comprehensive support to clients ranging from the basic service level and business flow through to security management systems for business operations, compliance and corporate governance systems.

About PROI Worldwide

PROI Worldwide was founded in Europe in 1970 and is the world's oldest and largest partnership of independently owned PR and marketing agencies by fee income. With more than 100 offices in 50 countries on six continents, PROI agencies are the leading independents in their markets from London, Paris, New York, Hong Kong, Frankfurt and Tokyo to Beijing, Brussels, Mumbai, Los Angeles and Sao Paulo. PROI Worldwide builds reputations and shapes opinions using customized programs which combine geographical and business practice expertise and a broad range of services to support clients whose needs stretch across borders and continents. PROI Worldwide Partners are business leaders and entrepreneurs who understand the demands facing clients and the importance of return on investment and they combine their local knowledge to deliver global results.