



MEDIA RELEASE

Contact: Jean Leopold Shuybroek, President
Public Relations Organisation International, Inc. (PROI)
email: JLS@interel.be

Alistair Nicholas
Managing Director
AC Capital Strategic Public Relations
Tel.: +86 (0)10 6417 2588
email: alistair.nicholas@accapitalpr.com

PROI STRENGTHENS GLOBAL PARTNERSHIP ***AC Capital Strategic Public Relations becomes partner in Beijing and Shanghai, China***

Beijing, China, 20 March 2006 – Public Relations Organisation International, Inc. (PROI), one of the world's largest partnerships of public relations firms in North America, Europe, Asia-Pacific, South America and Africa today announced the selection of **AC Capital Strategic Public Relations**, as Partners in its international public relations partnership.

AC Capital Strategic Public Relations was established as a specialist PR agency in China in 2003 in order to provide clients the valuable combination of international public relations agency experience with boutique agency focus and dedicated attention. **AC Capital** focuses on corporate reputation management, public affairs, issues and crisis management, and a range of communications training services.

"PROI welcomes this strong partner agency in the Asia Region to our global PR partnership," said Mr. Jean Leopold Shuybroek, PROI President. "Their addition will further enhance PROI's position in both the Region and worldwide as AC Capital will play a pivotal role in helping our Partnership build a stronger presence in order to serve our clients in a cost-effective manner". PROI is Europe's largest partnership of independent public relations firms and in the Top three partnerships worldwide with fee billings in excess of US\$170 million and more than 2,000 clients.

"We are pleased to have been selected as one of only two partner firms of PROI for China. We look forward to assisting the clients of other PROI partners in the world's most dynamic market - China," said **AC Capital** Managing Director, Alistair Nicholas. "And we look forward to their assistance with our China clients looking to become truly international companies as China continues to integrate into the global economy."

AC Capital Strategic Public Relations joins an already impressive list of partners, both in the Americas and Europe. Americas partners include Enigma Communications in Montreal; Jackson Spalding Communications in Atlanta and Athens; Ronald Trahan Associates, Inc. in Boston, CushmanAmberg Communications, Inc. in Chicago and St. Louis; Robert Falls & Co. Public Relations in Cleveland; Shelton in Dallas and Irvine; MGA Communications, Inc. in Denver; LaBreche Murray Public Relations in Minneapolis; Stanton Crenshaw Communications, Broadgate Consultants, Inc., Access Communications, and Widmeyer Communications in New York; Dorland PR, Dorland Global Health Communications in Philadelphia; Torme Lauricella, Access Communications and Dorland PR, Dorland Global Health Communications in San Francisco; The Frause Group in Portland and Seattle; Tucker/Hall, Inc. in Tampa; Widmeyer Communications in Washington, DC; and The Jeffrey Group in Mexico City, Sao Paulo and Buenos Aires.

European partners include: van Luyken Communicatie Adviseurs in Amsterdam; Solid Public Relations in Athens; Inforpress in Barcelona, Balboa, Madrid, Valencia and Lisbon; int/ext Communications AG (BPRA) in Basel; fischerAppelt Kommunikation in Berlin, Düsseldorf, Frankfurt, Hamburg and Munich; Interel in Bratislava, Antwerp, Brussels and Prague; KommunikationsKompagniet in Copenhagen; icas public relations in Hertfordshire and London;



TT&A - Theodore Trancu & Associates in Milan; i&e Consultants in Paris; Infromedia Communications AB in Stockholm; communications: Agentur für Text, PR & Events in Vienna; and Bracken Public Relations Ltd., in Dublin.

Asia-Pacific Partners include Integral PR in Ahmedabad, Bangalore, Chandigarh, Chennai, Hyderabad, Kolkata, Mumbai, and New Delhi; Adfactors Public Relations in Bangalore, Chandigarh, Chennai, Hyderabad, Kolkata, Mumbai, New Delhi and Pune; AC Capital Strategic Public Relations in Beijing and Shanghai; eVision Consulting in Beijing, Shanghai and Guangzhou; IPR Inter Public Relations in Seoul; and Asahi Agency in Tokyo.

Global corresponding partners are located in Sydney and Brisbane (Australia), Hamilton (New Zealand), Singapore, Taipei, and Johannesburg (South Africa).

PROI is a Partnership of independent public relations consultancies in 25 countries, each serving local, national or foreign clients. The partnership's 1,500+ consultants operating from 72 offices worldwide provide more than 2,000 clients with a cost-effective structure to conduct international or multi-market public relations and communications programs.

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