



Public Relations Global Network

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FOR IMMEDIATE RELEASE

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Public Relations Global Network (PRGN) Announces Addition of Two New Agencies

New member agencies added in India and Russia

SAN FRANCISCO, CA, November 17, 2010 -- Public Relations Global Network (PRGN) (www.prgn.com), the international network of leading independent public relations agencies, today announced the addition of two new members in India and Russia. The worldwide network now numbers 40 independently-owned public relations agencies on six continents. The **PRGN** members approved the new agencies at its semi-annual meeting in Mexico this month.



Left to Right: Patricia Perez (PRGN President, VPE PR Los Angeles), Rajesh Gurram (Perfect Communications, India), Maria Mordvinova and Vladimir Pletuykhin (CROS Public Relations, Moscow) at the PRGN semi-annual meeting in Mexico, where Perfect Relations and CROS were announced as the organization's new members.

Joining the ranks of PRGN are **Perfect Relations** in India, and **CROS Public Relations and Public Affairs** in Moscow, expanding the network's global reach and capabilities in two of the world's fastest growing economies.

"We are thrilled to welcome Perfect Relations and CROS into our fold," said PRGN president Patricia Pérez of **VPE Public Relations** in Los Angeles, CA. "The primary beneficiaries of our new agencies in India and Russia are our clients who have ready access to the wealth of resources, specialized skills, and local connections our PRGN members provide."

"Our focus next year will be to market our regional scope and make it convenient for companies to work with us whether they are looking for representation in one country or one continent," continued Pérez. "Another priority is to make sure PRGN members are on the

cutting edge of technology and adaptability as social networks reach their markets. While social media proliferation varies by country, its influence is clear.”

New PRGN member agencies are:

Perfect Relations

India

www.perfectrelations.com



*Bobby Kewalramani,
Group CEO of Perfect
Relations*

Perfect Relations has been at the forefront of the public relations and public affairs arena in the South Asian markets for almost two decades. Widely regarded as the pioneer of public relations in India, Perfect Relations has championed industry growth, developed new markets, created new service benchmarks and introduced innovative services and practices that meet the ever- changing client needs in South Asia.

Perfect Relations has a large network of offices spread across 18 locations with 408 employees handling clientele in such vertical industries as automobiles, technology, financial services and infrastructure. The agency specializes in public relations, public affairs, content and collateral development, media and crisis management workshops, investor relations, CSR programs and digital PR. Key clients of the agency include Fortune 500 giants and Indian superbrands such as Coca Cola, Tourism New Zealand, AIG, Franklin Templeton, Diageo, Mercedes Benz, Fiat, Skoda, Godrej Group, Marico, Google, Ebay and Shoppers Stop.

“In an increasingly flat world, clients have ever-changing needs, want access to new markets, are looking for innovative value additions to their businesses and want to be in sync with global trends,” said Bobby Kewalramani, Group CEO, Perfect Relations. “We believe that by partnering with PRGN, we will derive the multiple benefits of reach, best practice sharing and trend mapping for our clients. At the same time, we will arm the network members, with similar advantages in the Indian subcontinent. We are very glad to be part of the PRGN network.”

CROS Public Relations and Public Affairs

Moscow, Russia

www.cros.ru

Founded in 1997, CROS Public Relations & Public Affairs Company is one of the most influential players on the Russian market and a leading adviser to executive authorities as well as state-owned and corporate clients. Since its founding, CROS has provided its services to over 500 Russian and foreign companies, state and public institutions.



*Sergey Zverev,
President of CROS Public
Relations*

CROS has established long-standing partnerships with many businesses, state structures and public institutions in Russia. These relationships facilitate the resolution of extremely complex and wide-ranging tasks in public relations. Drawing on cooperation with leading Russian and western mass media, research institutes and advertising agencies, CROS is able to leverage the resources required to effectively implement effectively federal, regional and international projects.

“We are delighted to be joining the Public Relations Global Network of independent PR agencies,” said CROS president Sergey Zverev. “We hope to be a valuable asset to our new partners.”

**Public Relations Global Network:
Connected Thinking. Globally.**

More than 1,000 clients across six continents depend on the combined resources of the Public Relations Global Network (PRGN) to deliver targeted public relations campaigns in over 100 markets around the world. With revenues of more than \$100 million (U.S.D.), PRGN is among the world’s top five public relations networks. PRGN harnesses the resources of 40 independent public relations firms, over 65 offices and more than 1,200 communications professionals to connect international companies and organizations with individual and culturally diverse markets globally. Visit PRGN online at: www.prgn.com.

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