

PRESS RELEASE

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Kreab Gavin Anderson acquires 20/20 Communications – Morten Woldsdal becomes head of the Norwegian office

Kreab Gavin Anderson, one of the world's leading specialist financial, corporate and public affairs communications firms, is acquiring Norwegian 20/20 Communications in a move which consolidates the firm's position as the market leader in the Nordic region. Morten Woldsdal, Managing Director of 20/20 Communications, will be the Managing Partner of the combined operations in Oslo which will operate under the name Kreab Gavin Anderson.

The acquisition combines two strong complementary businesses into one operation, significantly increasing its competitive strength in the Norwegian market. In 2008, the two companies had a combined total fee income of NOK 45 million. The new company will be offering the services of more than 25 communications professionals.

The partners of 20/20 Communications - Morten Woldsdal, Jan Erik Fåne, Tor Ole Steinsland and Hege Njå Bjørkmann - will enter the Partnership of Kreab Gavin Anderson.

Kreab Gavin Anderson is a world leading advisory firm within the areas of Financial, Corporate and Public Affairs communications. 20/20 Communications has the same focus, offering similar strategic services, thereby underpinning Kreab Gavin Anderson's strong position in the Norwegian market.

"Through the merger with 20/20 Communications, Kreab Gavin Anderson cements our strong position in Norway, one equating to the company's standing in other markets, such as Sweden and Finland. The organisation will be a preferred and natural partner for top management teams when great issues and value are at stake, and good communication is critical to success," said Pehr-Olav Skogseth, Managing Partner Nordic Region of Kreab Gavin Anderson.

"With Morten Woldsdal on board leading our Norwegian company, we will demonstrate our position in the market through strategic advice to the top management, board members and owners. The merged client list will contain most of the largest companies listed on the Oslo Stock Exchange."

President & CEO of Kreab Gavin Anderson, Richard Constant said: "The current market is providing us with good opportunities to strengthen our global network and gain market share. In February this year, at the time of the merger which formed Kreab Gavin Anderson, we communicated our ambition to grow. In acquiring 20/20 Communications, we are doubling our business in Norway in a high-quality combination."

Morten Woldsdal, Managing Director of 20/20 Communications, said: "We are delighted to join a Group that holds a commanding position, both in the Nordic region and internationally. Our combined knowledge, expertise and experience give us an even stronger proposition to offer clients. Furthermore, the new company will have greater capacity enabling us to take on any communications challenge in the Norwegian market. This is probably the largest merger in our industry in Norway, and prepares us extremely well to deal with the opportunities we see in the future."

The combined company will be based in Aker Brygge, Oslo, from 1 August this year.

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Kreab Gavin Anderson

Kreab Gavin Anderson (www.kreabgavinanderson.com) is a leading worldwide specialist financial, corporate and public affairs communications firm, with over 350 professionals of 40 nationalities serving more than 500 clients in 25 countries. Kreab Gavin Anderson's consultants advise on issues of strategic importance to business and political leaders, helping clients to solve complex communications challenges, often in critical situations.

Operating in the world's key business centers, the company is represented in Abu Dhabi, Barcelona, Beijing, Brussels, Canberra, Copenhagen, Dubai, Frankfurt, Helsinki, Hong Kong, Jakarta, Jeddah, Lisbon, London, Madrid, Melbourne, Milan, New York, Oslo, Paris, Riyadh, São Paulo, Seoul, Singapore, Stockholm, Sydney, Taipei, Tokyo, and Washington DC.