



Public Relations Global Network

Leading Independent Agencies Worldwide

FOR IMMEDIATE RELEASE

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Public Relations Global Network (PRGN) Expands Throughout Southeast Asia, India and Europe

Ireland's Frank Cullen elected new PRGN President

SAN FRANCISCO, CA, April 30, 2008 -- [Public Relations Global Network \(PRGN\) \(www.prgn.com\)](http://www.prgn.com), the international network of leading independent public relations agencies, today announced a major expansion to its roster with the addition of three new agencies in Singapore, India and The Netherlands. The worldwide network now numbers 38 independently-owned public relations agencies on six continents. **PRGN** announced the new agencies following its semi-annual meeting in Paris earlier this month.

Joining the ranks of PRGN are:

- **[Mileage Communications \(Singapore\) \(www.mileagecommunications.com\)](http://www.mileagecommunications.com)**

Mileage Communications, headed by Boh-Tiong Yap, is Singapore's biggest independent public relations agency with 8 regional offices in India, Thailand, Malaysia and Indonesia. The agency services blue-chip clients in the healthcare, financial, technology, consumer & lifestyle, shipping and sports sectors and also is the leading regional player in crisis management.

- **[Evident PR \(Amsterdam\) \(www.publicrelations.nl\)](http://www.publicrelations.nl)**

Founded in 1992, Evident PR is among The Netherlands' top independent public relations agencies and specializes in the areas of home & lifestyle, well-being, food and business-to-business (B2B).

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- [Evident PR \(Amsterdam\)](#) (continued)
(www.publicrelations.nl)

Managing Director/Owner Coen A. Staal and his team of 12 experts oversee the diverse array of clients, which include: Bosch, Bowers & Wilkins, Cadac, Candy/Hoover, Dr. Oetker, Enia Carpets, Georgia Pacific, Henkel Laundry & Home Care, Kneipp and Wolf-Garten.

[Aspire Communications \(India\)](#)
(www.aspirepr.in)

Based in Pune, India with offices in Maharashtra and Madhya Pradesh, Aspire Communications is headed by Varsha Marathe. Key practice areas include: media relations, corporate management, investor relations, crisis management and brand/celebrity management. Clients include Sony Pictures, Harbinger Group, Petonia, Wipro, PNG, Bank of Maharashtra, Greaves and more.

New PRGN President Named

In other [PRGN](#) news, Frank Cullen, chief executive of Dublin-based PR firm [Cullen Communications](#), has taken over as President of the network.

Frank Cullen formally assumed the role of PRGN President at the network's recent Paris meeting. He takes over from Scott Hanson of Phoenix, Arizona-based [HMA Public Relations](#). Commenting on his upcoming term, Mr. Cullen said he hoped to continue the "rapid growth of the network, in terms of its geographical reach."

"It's a tremendous honour to have been elected President of [PRGN](#) and I will do my best to continue the good work of my predecessors," Mr. Cullen said. "The network is in a period of rapid expansion. My main focus as President will be to ensure that growth continues in a focused and meaningful way.

"In particular, I would like to oversee the development of a strategy and vision for the network that will strongly influence our recruitment policy and ensure there are tangible benefits for all members and their clients," Cullen remarked.

"We're very happy to welcome our new colleagues from India, Singapore and the Netherlands. We know that they will prove to be valuable members of our network," commented Mr. Cullen. "We are systematically adding specialities to our range and expanding our global reach, and that is good news for our collective client base."

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At the Paris meeting, [PRGN](#) also elected Jose Schiavoni of [S2 Communications](#) (Sao Paolo) as Vice-President; Mark Paterson of [Currie Communications](#) (Melbourne) as Secretary; and Joseph Ledlie of [The Ledlie Group](#) (Atlanta) as Treasurer.

Founded in 1996, [PRGN](#) now has a presence in 22 of the world's top 30 GDP-ranked countries. Agency members are independent, owner-operated public relations and communications agencies sharing expertise and resources and providing broad-based comprehensive communications strategies to clients worldwide.

For more information and a list of all member PRGN agencies, please visit PRGN online at: www.prgn.com.

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