



## Public Relations Global Network

*Leading Independent Agencies Worldwide*

**FOR IMMEDIATE RELEASE**

### **Public Relations Global Network (PRGN) adds new agencies in London and Washington, D.C.**

**The SPA Way (London) and Xenophon Strategies (Washington, D.C.) join PRGN**

*Network now has 40 member agencies on six continents with combined revenues in excess of \$100 million (U.S.)*

**October 16, 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 two new agencies, in London and Washington, D.C. The worldwide network now comprises 40 independently-owned public relations agencies on six continents, with more than 800 people and revenues in excess of \$100 million (U.S.). **PRGN** announced the new agencies following its semi-annual meeting in Boston earlier this month.

Joining the ranks of PRGN are:

- **The SPA WAY** (<http://www.thespaway.com>)

The SPA Way is a London-based agency with the motto, “*We get what others can’t, we do what others won’t.*” Founded by Sara Pearson in 1991 and now with a staff of 28, The SPA Way combines considerable experience and a proven track record in delivering high level, targeted and strategic public relations across all media. The agency’s key differentiating factor is that it is the only United Kingdom public relations agency to guarantee levels of coverage against its fee. In addition to media relations, The SPA Way also has teams specializing in complementary functions such as public affairs, digital, crisis and reputation management and financial public relations.

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- [The SPA Way \(www.thespaway.com\)](http://www.thespaway.com) (continued)

Says Pearson, “We have been very keen for The SPA Way to join an international network, so we were delighted to receive the invitation from PRGN. We have a number of clients who will benefit from the international expertise of the group and are looking forward to both creating opportunities for our partners and exploring the exciting new avenues this relationship will bring.”

- [Xenophon Strategies \(Washington, D.C.\) \(www.xenophonstrategies.com\)](http://www.xenophonstrategies.com)

Xenophon Strategies is a full service public relations firm headquartered in Washington, D.C. Xenophone has practice areas in corporate communications, public affairs, crisis communications, government affairs and government services. The nine-year-old company has developed into one of Washington’s best known and most effective public relations firms. Among Xenophon’s clients are an impressive list of organizations to which the firm acts as Agency of Record, including Airbus North America, The Salvation Army, Midwest ISO and The Air Transport Association.

CEO and President David Fuscus said, “We are honored to have been chosen by the Public Relations Global Network to join an outstanding team of global PR firms. PRGN is the world’s leading network of independent public relations firms and membership will allow Xenophon Strategies to offer our clients the highest levels of professional service worldwide.”

PRGN President Frank Cullen, of Cullen Communications in Ireland ([www.cullencommunications.ie](http://www.cullencommunications.ie)) commented, “For quite some time, PRGN has been identifying the appropriate strategic partners in both Washington, D.C. and London. Our overarching priority is to enhance the network’s expertise to provide clients with effective and strategic counselors in both the governmental capital of the United States and Europe’s largest metropolitan and financial center. With The SPA Way and Xenophon Strategies, our network is poised to address those needs with locally-grown, independent agencies that know and understand the market better than our multi-national competitors.”

Founded in 1992, [PRGN](http://www.prgn.com) 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 that share expertise and resources, while providing broad-based comprehensive communications strategies to clients worldwide.

*For more information and a list of all PRGN member agencies, please visit PRGN online at: [www.prgn.com](http://www.prgn.com).*

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