

AMO strengthens its European network with new partner agencies in Italy and Sweden

Ad Hoc Communication Advisors in Milan and Springtime in Stockholm
extend the AMO network of leading financial PR agencies
to eight countries in Europe

May 16th 2011 - AMO, the leading global network of strategic and financial communications consultancies, is pleased to announce today its alliance with Ad Hoc Communication Advisors in Italy and Swedish PR agency Springtime.

The agreements extend AMO's reach to eight European countries, and strengthens the network's offering to its blue chip corporate clients around the world, at a crucial time as the pace and volume of cross-border M&A transactions are accelerating.

The AMO network, founded in 2000 and today ranked by Mergermarket as the leading network in global cross-border M&A transactions, already provides access to best-in-class financial PR service across six European countries through its members in the UK, France, Germany, Spain, Switzerland, and the Netherlands, in addition to its member agencies in the USA and China.

"We are very pleased to welcome Ad Hoc and Springtime to AMO," said Angus Maitland, Chairman of Maitland and Co-Chairman of AMO. "Both agencies play a leading role on their domestic markets and are well recognized for their strong expertise in financial communications. These two alliances will allow us to better serve our clients in the Scandinavian region and in Italy and will provide significant opportunities to develop new cross-border business among the financial communications agencies within the AMO network," he added.

Marina Beccantini, Director of Ad Hoc in Milan said: "We are delighted to be part of the AMO network. Ad Hoc will benefit from the network's global reach, which is paramount to be successfully competitive on an international scale today. At the same time Ad Hoc will effectively contribute to strengthen the AMO network's presence in Italy thanks to its leading role in the market."

Lars Wahlstrom, Partner at Springtime in Stockholm said: "With AMO we will be able to offer to our clients the best international communication services on a global basis. We are proud to be part of the AMO network and are looking forward to working with the network agencies and to serving their clients in the Scandinavian region."



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CONSULTORES DE COMUNICACIÓN

 EURO RSCG C&O

maitland

 HERING SCHUPPENER Consulting
Strategieberatung für Kommunikation GmbH

 PARDAJAYAS

Hirzel, Neef, Schmid, Counselors
Communications and Management Consulting

 SPJ

About AMO:

AMO is the leading global network of strategic communications consultancies. Its “best in class” philosophy brings together local market leaders with unrivalled knowledge of financial markets and cross-border transactions in the key financial centers of Europe, Asia and the Americas. Providing sophisticated communications counsel for M&A and capital market transactions, media relations, investor relations and corporate crises, AMO member firms have established relationships with many S&P 500, FTSE 100, DAX 30, SMI, CAC 40 and IBEX 35 companies. With more than 300 professionals operating globally for its clients, AMO is comprised of the following market-leading network members: The Abernathy MacGregor Group in the US; Maitland in the UK; Euro RSCG C&O in France, Belgium and Dubai; Hering Schuppener Consulting in Germany; Llorente & Cuenca in Spain and Latina America; Hirzel.Neef.Schmid.Counselors in Switzerland; SPJ in the Netherlands; and Porda Havas in China.

About Ad Hoc:

Ad Hoc Communication Advisors was established in 1996 by Mario Pellegatta and Giorgio Zambelletti. The company aims to offer the best communications advice and services to the best client portfolio in Italy. Ad Hoc provides strategic propositions and customized operating solutions that enhance the identity of its clients, improving their ability to communicate and strengthening their market leadership. The agency, which has a staff of over 20, is headquartered in Milan, Italy and serves a portfolio of more than 40 clients. Ad Hoc's client list includes major Italian companies and international firms with an established presence in the Italian industrial, financial and professional service sectors, including Bain & Company, BC Partners, Axa Private Equity, Investindustrial, Ducati Motor Holding, Nomura, Julius Bär, Stefanel, Trilantic Capital Partners, Cleary Gottlieb Steen & Hamilton, Fondiaria Sai, Banca Popolare di Milano and Unipol.

About Springtime:

As one of the leading PR agencies in Scandinavia, Springtime provides strategic counseling and hands-on assistance to its clients, helping them seize opportunities, resolve issues, and develop their businesses. With deep roots in public affairs, the agency's combined skills today span a wide range of services, from financial communications and brand building to internal communications and social media. Apart from its Stockholm headquarters, Springtime has offices in Beijing, Shanghai and Dehli where it provides communication advise for European clients. The agency was named Sweden's best PR firm in 2002, 2004 and 2006 in Regi's annual client survey. Springtime has 80 employees. The client list includes Adobe, MTR, Phadia, Posten, Procordia, Saab, Sandvik, SEB and TeliaSonera.

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