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FOR IMMEDIATE RELEASE

San Francisco-based Landis Communications, Inc. Announces New Worldwide PR Member Affiliates in France and Hungary

Landis Communications, Inc., the San Francisco member of [Public Relations Global Network \(PRGN\)](http://www.prgn.com) announces two new agency affiliates, bringing PRGN'S global reach to 44 markets worldwide

San Francisco, CA October 12, 2012 – San Francisco-based Landis Communications, Inc. (LCI) today announced the addition of new worldwide [Public Relations Global Network \(PRGN\)](http://www.prgn.com) agency affiliates in France and Hungary. Joining the ranks of PRGN are the [We Agency](#) of France and [Goodwill Communications](#) in Hungary.

“We are delighted to welcome Paris’ The We Agency and Budapest’s Goodwill Communications to PRGN, a diverse network of seasoned public relations agencies worldwide,” says San Francisco-based David Landis, PRGN’s president-elect. “With their expertise, we look forward to expanding our global communications efforts throughout France and Eastern Europe.”

New PRGN member agencies are:

**The We Agency
Paris, France**

Located in Paris, the [We Agency](#) is a bilingual, full-service and independently-owned public relations, event management and digital communications firm. The agency services a growing roster of clients in the consumer, technology and professional services sectors. The firm is an active member of the French Association of Communication Consultancy Agencies (AACC), the French Professional Network for Marketers (ADETEM) and the SYNTEC Conseil en Relations Publics (ICCO).

“Through our membership in the PRGN network, coupled with the agility and daring spirit of our independent agency, the We Agency will be even better equipped to respond to French market needs, with not only our own innovative approaches to PR but also access to the truly global reach of a leading network of high-level PR professionals.



In return, the We Agency commits to be a robust and reliable partner for PRGN members' clients in the French market," said Stephane Billiet, CEO of the We Agency.

**Goodwill Communications,
Budapest, Hungary**



Anna Kondor, managing partner of Goodwill Communications based in Budapest, Hungary, also brings a presence in the Czech Republic, Slovakia and Romania as well as Hungary to the Public Relations Global Network

Established in 2003 by experienced communications consultants, [Goodwill Communications](#) is a leading financial public relations agency providing full-service public relations services to more than two dozen clients, including insurance companies, banks, leasing firms, specialized financiers and fund managers. The firm has also served professional associations representing leasing firms, investment fund managers, private equity and venture capital firms, insurance brokers and investment fund managers. Goodwill Communications also represents companies active on the energy sector. In 2009 the agency established a social media unit dedicated to developing PR solutions for the financial industry in today's new media environment. The firm has managed successful Web 2.0 campaigns for insurance, banking and consultancy clients. Of significance to the PRGN Network is the firm's footprint

in the Czech Republic, Slovakia and Romania.

"For an independent local agency in Hungary, it is essential to develop partnerships that help us remain up-to-date on the latest in international communications trends. Our membership in PRGN means that we can have a gate open to global communications know-how and the finest professionals in our industry," said Anna Kondor, managing partner of Goodwill Communications.

About Landis Communications, Inc.

Winner of the 2010 Bulldog Award for social media, LCI is a full-service, independent San Francisco public relations agency with expertise in consumer, business-to-business, social media, digital, consumer technology and non-profit communications. LCI provides strategic, creative and results driven public relations counsel to clients in a variety of consumer-focused and business-to-business industries. Dedicated to helping businesses improve their bottom line, LCI is known for its trademarked PRomised Results© program. LCI is the San Francisco member agency of the Public Relations Global Network (www.prgn.com) with 44 affiliate agencies worldwide. LCI President David Landis assumes the role of PRGN President at its next meeting in April, 2013 in Los Angeles. For further information about LCI, please visit www.landispr.com.



*David Landis, PRGN
President-Elect and president
of LCI*

Public Relations Global Network:

Celebrating 20 Years of 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 more than 80 markets around the world. With revenues of more than \$110 million (U.S.D.), PRGN is among the world's top four international public relations networks. PRGN harnesses the resources of 44 independent public relations firms, 50 offices and more than 900 communications professionals

to connect international companies and organizations with individual and culturally diverse markets globally. Visit PRGN online at www.prgn.com.

Media please note: For more information or to schedule an interview, please contact: Jordana Heinke at jordana@landispr.com or 415-359-2313.

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