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FOR IMMEDIATE RELEASE

Landis Communications Inc. (LCI) Announces New [Public Relations Global Network \(PRGN\)](#) President, Mark Paterson

David Landis of San Francisco member agency, LCI, named PRGN President-Elect

Worldwide Public Relations Network Gains Affiliates in Canada and Dubai, bringing its global reach to 45 cities worldwide

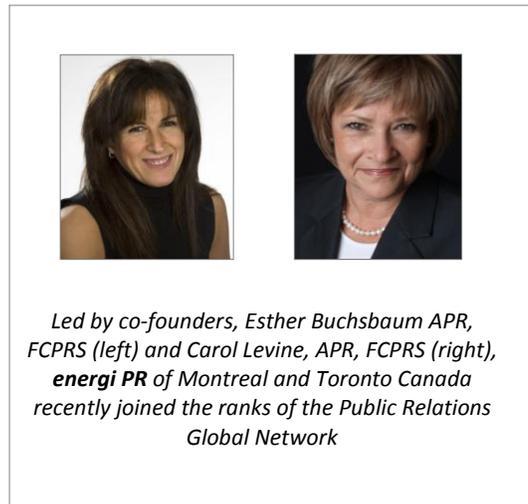
SAN FRANCISCO, CA, May 16, 2012 – San Francisco-based [Landis Communications Inc. \(LCI\)](#) today announced the addition of new worldwide [Public Relations Global Network \(PRGN\)](#) agency affiliates in Canada and Dubai. Joining the ranks of PRGN are [energi PR](#) of Canada and [The Content Factory](#) in Dubai, UAE, expanding the network’s global reach and capabilities to two new countries, totalling 26 in all.

“We are delighted to welcome [energi PR](#) and [The Content Factory](#) to PRGN, a diverse global network of masters in the public relations industry,” says San Francisco-based David Landis, PRGN’s president-elect. “With their help and expertise, we look forward to furthering our global communications efforts in 45 cities worldwide.”

New PRGN member agencies are:

energi PR

energi PR is a bilingual, full service and independently-owned public relations and digital communications firm based in Montreal and Toronto, Canada. The agency services a diverse roster of clients in the consumer goods, technology and hospitality sectors with a dedicated healthcare practice. [energi PR](#) also is well recognized for its thriving beauty, travel and pharmaceutical practices. The firm holds an A+ Accreditation from the Alliance des cabinets de relations publiques du Québec and has won numerous industry awards.



*Led by co-founders, Esther Buchsbaum APR, FCPRS (left) and Carol Levine, APR, FCPRS (right), **energi PR** of Montreal and Toronto Canada recently joined the ranks of the Public Relations Global Network*

“energi PR’s membership in the Public Relations Global Network brings tremendous value for those of our clients who are looking to expand internationally and want to consolidate their public relations with a proven network,” said [Carol Levine](#), APR, FCPRS, co-founder and managing partner of energi PR. “We also view this association as a strong opportunity to export successful programs and expertise to other markets throughout the US, Latin America, Europe and the Far East.”

“We are proud to be associated with such an accomplished and well respected network of professionals. We are very much looking forward to growing these relationships, sharing best practices and working collaboratively on new business opportunities,” added [Esther Buchsbaum](#), APR, FCPRS, co-founder and managing partner of energi PR.

The Content Factory Dubai, UAE



*Layth Dajani, founder and CEO (left) and Jean-Renaud Durbin, general manager (right) of **The Content Factory**, based in Dubai, UAE, brings a Middle East presence to the Public Relations Global Network*

Established in Dubai in 2003, [The Content Factory](#) (TCF) is an independent integrated marketing/communications agency at the forefront of innovative marketing developments in the Middle East. The company develops solutions by integrating client marketing activities to form cohesive plans that address consumer and corporate publics directly, and maximize returns. The organization’s vast industry experience spans technology, consumer electronics, digital security, trading, manufacturing, oil and gas, finance and services, and lifestyle segments. In addition to a host of traditional, digital or Internet based public relations services, TCF capabilities include branding, advertising, direct, graphic design, production, and event marketing. Working as an extension of their clients, TCF helps to set up and execute high yield, demand generating campaigns.

Key clients include: Gemalto, world leader in digital security; SanDisk, global leader in flash memory storage; IIR (Institute for International Research), the leading business conference organizer in the Middle East; SonicWALL, the leading provider of intelligent network security and data protection solutions; ITS (International Turnkey Systems Group), a leading Integrated IT solutions provider; cashU, the region’s first prepaid online payment gateway; MEC AS (Magnetic Emissions Control) a company that develops emissions reduction and fuel efficiency technology; and VIPERA, a well known European cosmetics brand.

“The Content Factory is proud to be selected among PRGN’s list of elite agencies,” said Layth Dajani, founder and CEO of The Content Factory. “We believe in the power of partnership and with PRGN we have gained partners across the globe. This is a big step in the right direction.”



*Mark Paterson,
Managing Director of
Currie Communications,
named as PRGN President.*

[Public Relations Global Network \(PRGN\)](#) (www.prgn.com) also announced the election of Mark Paterson of Currie Communications in Australia as president at its international, 20th anniversary meeting in Cape Town, South Africa. Paterson will lead the worldwide network. He succeeds Francine Robbens of the Brussels based company [PRP – Public Relations Partners](#).

[Mark Paterson](#) provides counsel on influencer marketing, community engagement, media strategy, corporate reputation

and crisis management to senior executives at private and public sector clients, including the World Bank, Australia Post and the Global Change Institute. His contribution to public relations in Australia has been recognized with the title of “Fellow” by the Public Relations Institute of Australia. He is principal of [Currie Communications](#) of Melbourne, Australia, PRGN’s Australian member and an independent public relations firm which assists leading private and public sector organizations to effectively engage influential corporate, government, media and community stakeholders.

“It is a privilege to both lead and partner with this esteemed group of companies,” stated Paterson. “With our recent expansion of agencies in Eastern Canada and Dubai, PRGN has augmented its international foothold and ability to effectively address the diverse markets and needs of the global client.”

Landis Named President-Elect

[David Landis](#), president and CEO of Landis Communications, Inc. (LCI), was named president-elect for PRGN while in Cape Town. Landis will assume the position of president of the global network at the Los Angeles meeting in spring, 2013. Celebrating more than 20 years in business, LCI is the Bronze Bulldog Winner for social media. Consistently named "one of the top PR firms" by the *San Francisco Business Times* and *PR Week*, LCI is a full-service, independent San Francisco-based public relations agency that specializes in consumer, business-to-business, social media, digital, consumer technology and non-profit communications for international, national and regional clients. LCI provides strategic, creative and results-driven public relations counsel and implementation 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. www.landispr.com

About Landis Communications, Inc.

Winner of two national Bulldog Awards (for social media and public education) and called “the Bay Area’s PR experts,” **Landis Communications Inc. (LCI)** (www.landispr.com) provides strategic communications and public relations counsel to help businesses grow – and to focus on what consumers are thinking about *next*. Based in San Francisco and representing leading national consumer and business-to-business clients, LCI celebrates more than 20 years as one of the Bay Area’s premier independent public relations, social media and digital agencies. With its trademarked **Promised Results®** program, LCI delivers results that help businesses succeed. LCI is the San Francisco member agency of Public Relations Global Network (www.prgn.com), with offices worldwide.

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 45 independent public relations firms, 50 offices and more than 900 communications professionals



Past President Francine Robbens instates Mark Paterson as the 2012 PRGN President at the organization’s 20th anniversary meeting in South Africa.



David Landis, PRGN President-Elect and president of LCI

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, to request photos or to schedule an interview, please contact: Jordana Heinke at jordana@landispr.com or 415-359-2313.

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