



Burson-Marsteller establishes South Asia Network

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Burson-Marsteller, a leading global public relations and communications firm signs affiliate alliances in Pakistan, Sri Lanka, Bangladesh, Nepal.

PR9.NET May 16, 2008 - New Delhi, India - Burson-Marsteller, a leading global public relations and communications firm, today announced formation of a 'Burson-Marsteller South Asia Network (BMSAN)' with the signing of strategic alliances with independent public relations companies across Pakistan, Bangladesh, Sri Lanka and Nepal. The network will be coordinated through Genesis Burson-Marsteller, a wholly owned B-M company in India.

The agreements were signed in the presence of Bill Rylance, Vice Chairman, Global Development, and Chairman Asia Pacific for Burson-Marsteller, with Strategic Alliance, Sri Lanka; Mediators Pvt. Ltd., Pakistan; Cogito Marketing Solutions Limited, Bangladesh and Media Tech Associates for Nepal.

"Creating new avenues for growth and network expansion is our strategic priority and we see South Asia as an important growth engine. The agreements signed today significantly strengthen our footprint and services in the region through Genesis Burson-Marsteller," said Bill Rylance.

The building-out of Burson-Marsteller's South Asia footprint recognizes the emerging economic strength of the region. Growing at over six per cent per annum, South Asia's 2006 GDP stood at 5,161,067 million international dollars (in purchasing power parity). The region has increased its share in world output from six per cent to eight per cent over the past decade.

"Our Indian and multinational clients are increasingly looking for public relations solutions and reach in the region. The South Asia Network will offer clients the highest return-on-investment on their communication spends by combining the best available local expertise, seamless reach across countries and integration from India," said Ashwani Singla, Chief Executive, Genesis Burson-Marsteller.

Burson-Marsteller Worldwide CEO, Mark Penn, emphasized the significance of Burson-Marsteller's extensive affiliate network: "Our affiliates are value-added partners who enable us to meet the needs of our global clients anywhere in the world."

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About Genesis Burson-Marsteller

Genesis Burson-Marsteller (www.genesisbm.in) is India's most respected public relations and public affairs firm.

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