

Press release, 5 October 2009

Lena Smedsaas to join JKL

Lena Smedsaas, commentator on domestic politics at TV4, will join JKL as a consultant at the end of the year. Lena Smedsaas is one of Sweden's most experienced political journalists and has, among other things, led all of TV4's party leader debates over the past ten years. She has been with TV4 since its start and previously worked as a journalist for TT (Swedish Central News Agency) and Göteborgsposten.

- During her many years as TV4 commentator, Lena Smedsaas has impressed us with her breadth of knowledge and her ability to clarify political distinctions. We look forward to welcoming Lena to JKL – she will add invaluable insight and knowledge about media management and public opinion building, says Åsa Jamal, General Manager of JKL's Stockholm office.
- As a leading communications firm, JKL is an incredibly exciting workplace that I am very pleased to be joining. I look forward to utilising my many years of experience in journalism and political coverage as a consultant at JKL, says Lena Smedsaas.

For further information:

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JKL Group is one of the Nordic region's leading strategic communications advisory firms. JKL has offices in Stockholm, Oslo, Copenhagen, Helsinki, Gothenburg and Brussels. JKL Group also includes the Nordic operations of the PR consulting firm MS&L, which has staff in Stockholm, Oslo, Copenhagen and Helsinki. JKL Group employed a total of 130 people in 2008. JKL and MS&L are both part of MS&L Worldwide, owned by the international communication group Publicis Groupe. For more information, see www.jklgroup.com.

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