

Press release, 4 November 2009

Cecilie Ditlev-Simonsen new head of JKL Oslo

As of this date, Cecilie Ditlev-Simonsen is the acting CEO of JKL's Oslo office. She succeeds Per Høyby, who is leaving JKL.

- Cecilie Ditlev-Simonsen will be leading a successful team of consultants, one that has achieved excellent results in Norway. All signs indicate that this positive trend will continue, says Anders Kempe, CEO of JKL Group.

The company is one of the Nordic region's leading strategic communications advisory firms, with offices in Oslo, Stockholm, Gothenburg, Copenhagen, Helsinki and Brussels. JKL's Oslo office is the second largest within the JKL Group.

Ditlev-Simonsen has worked as communications advisor at JKL since the spring of 2008. She has extensive experience in strategic communications, having previously served as Group Communications Manager at Norsk Hydro ASA and Corporate Communications Manager at IBM Norway and IBM Nordics. The Oslo office's management team also includes Lars Sæthre (partner and member of JKL Group's Nordic management team), Ragnar Sagdahl and Anders Holmlund.

- We have weathered the financial crisis well and have many exciting clients. We have also strengthened our position within business consulting and financial communication during the past year. This gives us a solid foundation for continued growth, says Ditlev-Simonsen. She emphasises that there will be additional new hires in the future.

Per Høyby, who has decided to pursue other opportunities, will retain his position at JKL for the period of time required to complete his projects and transfer client relationships to other JKL consultants.

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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 and Copenhagen. 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.

The logo for JKL Group, consisting of the letters 'JKL' in a bold, green, sans-serif font.