

Press release

## Renowned PR agency now a member of the Hotz Group Knobel prepares for the future

**The PR agency Knobel has joined the Hotz Group. Peter P. Knobel has settled his succession by integrating his agency into a successful communications services network, while also strengthening the position of the agency in the field of corporate communications. The name and staff of this PR agency, well-known throughout Switzerland, will remain unchanged.**

Zug, 8 October 2009 – 23 years after the establishment of his PR agency, Peter P. Knobel settled his succession by integrating the agency into the Hotz Group from Zug. Dr. Peter P. Knobel AG's entire equity capital has been transferred to the Hotz Group with retroactive effect from 1 July 2009. The new solution focuses on consistency: all current staff shall continue to work for the agency and thus for its customers, and the status of Hill & Knowlton's Exclusive Swiss Associate shall be retained. The agency's name will also remain unchanged. What is new is the planned intensified positioning of the Knobel brand. The role of managing director will be held by Peter P. Knobel until reorganization of the management is completed. In future, the agency will nevertheless still be able to count on Peter P. Knobel's wealth of experience, as he is a member of the board and also provides support as a strategic advisor.

*Peter P. Knobel: «I have thoroughly examined several options to settle my succession. In so doing, I focused on the preservation of my life's work as well as on consistency for all of my staff. As a member of the Hotz Group, the agency secures its leading position in the fields of PR and communications. In addition, all employees will benefit from exciting perspectives and chances to further their knowledge of different communications services.»*

The Hotz Group comprises five independent divisions. Knobel will be added to the Hotz Group as a sixth division, for public relations and reputation management. Fabian Hotz, owner and CEO of the Hotz Group, adds: «The Hotz Group is a network of powerful units, each with a number of renowned experts. In the field of public relations, we have lacked this level of competence until now. The agency Knobel, with its extensive know-how, helps us to close this gap in our portfolio.» In future, the group will continue to adhere to its corporate philosophy, i.e. every division shall do its utmost to be among the best and to develop its own market. Together with Knobel, the Hotz Group now employs a total staff of 100 in its six divisions, as a major provider of extensive communications services in Switzerland.

Integration of the PR agency into the Hotz Group is straightforward, as ever since its founding, Knobel has been successfully cooperating with the Hotz Group on behalf of many of its customers, resulting in well-attuned project procedures and a working relationship based on a common understanding. At the beginning of 2010, Knobel will adopt a new look and move to the premises of the Hotz Group in Steinhausen.

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**More information:**

[www.knobel.ch](http://www.knobel.ch)

[www.hillandknowlton.ch](http://www.hillandknowlton.ch)

[www.hotzgruppe.ch](http://www.hotzgruppe.ch)

[www.hotzidentity.ch](http://www.hotzidentity.ch)

[www.screenconcept.ch](http://www.screenconcept.ch)

[www.sensorial.ch](http://www.sensorial.ch)

[www.victor-hotz.ch](http://www.victor-hotz.ch)

[www.gate-b.ch](http://www.gate-b.ch)

**About Dr. Peter P. Knobel AG**

Established in 1987 as a traditional PR agency, Dr. Peter P. Knobel AG is now one of the leading internationally-networked public relations agencies in Switzerland. The agency is Hill & Knowlton International's Exclusive Swiss Associate, Hill & Knowlton being the third-largest PR group in the world with around 72 offices in 38 countries on all continents. The economic journal BILANZ (22/08 edition) rates Dr. Peter P. Knobel AG among the ten most influential PR networks in Switzerland. Recently, the agency successfully completed re-certification of its quality management, pursuant to the international consultancy management standard CMS II.

**About the Hotz Group**

The Hotz Group from Steinhausen (in the canton of Zug) assists companies and brands with identity management and helps them to communicate corporate information and service information. This family business, now in its second generation, is owned and managed by CEO Fabian Hotz. The Hotz Group comprises six divisions, each of which provides specialized communications services under its own respective name: Hotz & Hotz (corporate identity), Screen Concept (information management), Victor Hotz (corporate publishing & print), Sensorial Surroundings (motion & sound), Gate B (brand communications re-engineering) and Knobel (public relations and reputation management). The group employs a total staff of about 100.