

Media Release

Dr. Peter P. Knobel, Inc., wins Fujitsu Siemens Computers' PR account

With Fujitsu Siemens Computers, the PR Consultancy Dr. Peter P. Knobel, Inc., succeeded to add a new key client to their ICT/CE communications competence centre. Effective immediately, the Zug-based communications' experts will be responsible for Corporate and Marketing Communications of this IT products company. Fujitsu Siemens Computers is the leading European IT vendor with an unrivalled for portfolio of advanced technology covering the entire spectrum – from high-performance servers and enterprise-class storage solutions, to PCs, notebooks, workstations, pen tablet PCs and handheld devices, along with digital home technology.

Zug, August 14, 2006. – With Fujitsu Siemens Computers, Dr. Peter P. Knobel, Inc., succeeded to further strengthen its ICT/CE business unit. Since a number of years already the consultancy is in charge of public relations on behalf of consumer electronics clients such as TomTom and Motorola and ICT clients such as Swisscom IT Services. Since the beginning of this year Citrix joined the client portfolio, and now Fujitsu Siemens Computers. "Our competence centre ICT/CE turned into an increasingly important client cluster", confirms Daniel Baerlocher, Vice President Corporate Communications of Dr. Peter P. Knobel, Inc. "With Fujitsu Siemens Computers we have added a highly reputed client who wishes to gain visibility as a European market leader on the one hand, and better understanding for the company's competence with themes of the future such as Mobility and Dynamic Data Centre on the other hand," explains Baerlocher.

Profound industry Insider joins consultancy team

To further strengthen the consulting capacity of its ICT/CE competence centre, Dr. Peter P. Knobel, Inc., is proud to report the joining of Silvia Finke. A highly experienced IT market communications expert, Silvia Finke, has been in charge of public relations with Debitel, the German Association of Entertainment Software Providers, and immediately before joining Knobel as a Corporate PR Manager EMEA for Intel, responsible for the re-positioning of Intel. Beginning September 2006, Silvia Finke will join Dr. Peter P. Knobel, Inc., and be in charge of major clients as a Senior Consultant.

Dr. Peter P. Knobel AG

Dr. Peter P. Knobel, Inc. was established in 1987 in Zug. The consultancy is among the top ten of the members of BPRA, the Association of PR Agencies in Switzerland. Core competencies are Corporate Communications, Financial Relations, Marketing Communications und Public Affairs. The consultancy exclusively represents Hill & Knowlton in Switzerland, the worlds' number three in the PR industry. In French-speaking Switzerland Dr. Knobel is exclusively associated with Rohner Communications, whereas the partner in Italian-speaking Switzerland is SC Marketing Consult. Dr. Peter P. Knobel, Inc., is part of a small group of quality leaders in the Swiss PR industry market: First consultancy with certification according to the international Consultancy Management Standard CMS II, and the only PR agency with ISO 9001:2000 certification.

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