

Dr. Peter P. Knobel AG Gains Ground With Four New Lifestyle Mandates

Dr. Peter P. Knobel AG gains four new mandates in the marketing communications sector. La Roche-Posay, Champagne Ruinart, Kaspar – Bespoke Stationers and SodaStream Penguin are the latest additions to the lifestyle customer portfolio of the PR agency from Zug (Switzerland).

Zug, 1st May 2006 – In the first quarter of 2006, Dr. Peter P. Knobel AG gained no less than four significant new mandates in the marketing communications sector. Using traditional media work, preparations are under way for the launch of the new, innovative anti-wrinkle cream «Redermic» from the cosmetic brand La Roche-Posay. The high-class brand Champagne Ruinart relies on the agency's well-established PR product knowledge. As for Kaspar – Bespoke Stationers, Peter P. Knobel AG is supporting the market introduction of a new product to the luxury goods sector which will be launched in fall 2006. Since March 2006, the agency has been developing measures to introduce SodaStream Penguin, SodaClub's latest lifestyle soda maker, to the market.

Marketing and Corporate Communications: Peter P. Knobel AG's Strengths

These four new mandates add to Peter P. Knobel AG's already impressive marketing and corporate communications customer portfolio. This includes Hiestand International, Chiquita Banana Company, Motorola, TomTom NV, Swisscom IT Services, DSM and Johnson & Johnson. Today, the PR agency, which was founded in 1987, is among the top ten BPRA (Association of PR Agencies in Switzerland) associated agencies. As Hill & Knowlton's Exclusive Swiss Associate, Dr. Peter P. Knobel AG is a member of the third-largest network of PR agencies worldwide. The ISO 9001:2000 certification and the fact that Peter P. Knobel AG was among the first agencies to go through the assessment process imposed by the Consultancy Management Standard (CMS II), means that the agency is one of the few quality leaders of the Swiss PR industry.

Contact: Eve Baumann
Phone: +41 41 768 99 33
Email: e.baumann@knobel.ch
Website: www.knobel.ch