

KNOBEL CORPORATE COMMUNICATIONS

Media release

Knobel Corporate Communications: New Managing Director

Knobel PR, one of the leading internationally-networked public relations agencies in Switzerland and Hill & Knowlton's Exclusive Swiss Associate, is now part of the Hotz Group. A new location and corporate design mark the beginning of a new era for the renowned PR agency. Founder Peter P. Knobel handed over the agency's helm to Martin Fricker.

Steinhausen/Zug, March 19 2010 – Martin Fricker has broad experiences in various fields of communications. Before joining the Knobel team, he headed the financial communications practice group at Swiss PR agency Farner. Prior to that, he occupied various communication posts at Credit Suisse Group and Bank Leu. He started his career after graduating from Basel University in history and classics. Martin Fricker serves SSPA Swiss Structured Products Association as media spokesperson since 2006. A graduate from the University of Lugano Executive MSc program, he currently also serves as president of the MSc alumni organization.

As part of the Hotz Group, Knobel Corporate Communications offers its clients comprehensive communications services from a single source. The Hotz Group comprises six divisions, each providing specialized communications services, namely Corporate Publishing & Print, Corporate Identity, Online Communications, Motion&Sound, Brand Re-engineering and Corporate Communications.

A new corporate identity and name, Knobel Corporate Communications, mark a renewed focus on corporate communications, marketing communications and financial relations. An unchanged team and Peter Knobel's continued function as strategic advisor ensures continuity for existing clients.

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About Knobel Corporate Communications

Knobel Corporate Communications is today 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. Knobel Corporate Communications is a Member of the Association of PR Agencies in Switzerland (BPRA) and the first CMS II-certified PR agency in Switzerland. Since 1987, Knobel Corporate Communications has been working for renowned Swiss and international companies and organizations with a special focus on Corporate Communications, Marketing Communications and Financial Relations.

About the Hotz Group

The Steinhausen/Zug based Hotz Group supports companies and brands in their Corporate Identity management and with communicating corporate as well as service information. The family-run company, now in its second generation, is owned and managed by Fabian Hotz. The Hotz Group comprises six divisions, each providing specialized communications services under its own respective brand: Hotz & Hotz (Corporate Identity), Screen Concept (Information Management), Victor Hotz (Corporate Publishing & Print), Sensorial Surroundings (Motion +Sound), Gate B (Re-Engineering Brand Communication) and Knobel Corporate Communications. The group employs a total staff of about 100.

