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BNC AND PMK/HBH TO MERGE NEW COMPANY TO BE CALLED PMK•BNC

Combined Agency Will Be Largest Specializing in Public Relations, Entertainment and Pop Culture Marketing

Los Angeles, CA (December 15, 2009)—Public Relations and Entertainment Marketing heavyweights BNC (Bragman Nyman Cafarelli, www.bncpr.com) and PMK/HBH (www.pmkhbh.com) have agreed to merge, it was jointly announced today by the leadership of both organizations. The newly combined firm, which will begin joint operations January 1, 2010 with offices in Los Angeles and New York, will be known as PMK•BNC.

The intent of the merger is to create a public relations and marketing powerhouse that addresses the changing needs of the entertainment industry and provides unmatched expertise and insight for corporations and clients seeking to use entertainment and pop culture to connect with consumers. The combined firm will represent a who's who of hundreds of personalities, creative talent and content creators, as well as other established brands within the entertainment world. In the corporate world, the firm will be uniquely positioned to deliver powerful solutions that incorporate entertainment marketing, sponsorship, product placement and integration, outreach, event marketing and public relations.

The new entity will be overseen by the current BNC leadership team of Chairman and CEO Michael Nyman and President and COO Chris Robichaud and the current PMK/HBH Co-CEO Cindi Berger. Nyman will hold the title of Chairman and CEO, and will be responsible for oversight of the company. Berger will hold the position of Chairman and CEO and will focus on the entertainment and media relations portion of the business. Robichaud will also have the title of CEO; will be responsible for the company's operations and the consumer brand marketing and public relations portion of the business. Brad Cafarelli who was a co-founder of BNC, becomes Vice-Chairman.

"We continue to see great interest on the part of marketers in tapping into the power and creativity of the entertainment industry to engage with and motivate consumers in an increasingly fragmented media landscape," said Michael I. Roth, Chairman and CEO of Interpublic, the holding company parent of both PMK/HBH and BNC. "Bringing these two companies together will create something special in entertainment marketing and give IPG an unprecedented leadership position in this important space. The breadth of resources and opportunities that PMK•BNC will provide to clients should be a real differentiator in the marketplace."

"We are at a transformational time in the worlds of entertainment and consumer marketing and this newly created company will not only fill a void, but assume a leadership position in providing new solutions to better guide clients into the future," said Nyman. "Today marks a great new beginning point, from which we plan to build."

"I started as the receptionist at PMK over 20 years ago and I am proud to have been part of the company's growth throughout the years," said Berger. "The entertainment landscape is changing and we are focused on being at the forefront of defining the future of entertainment and talent publicity."

"The merger creates the definitive entertainment marketing and lifestyle Company," said Robichaud. "This will provide consumer brands a full-service marketing resource with unprecedented access and expertise in the world of entertainment and pop culture."

Plans concerning future business plans, including division and department leadership, the company's new logo and real estate, are expected to be announced in the coming weeks.

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