



NEWS RELEASE

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Community becomes Italian member of international Crisis & Litigation Communicators Alliance

21st October 2010 - Community, one of Italy's leading communications consultancies, has joined the international Crisis & Litigation Communicators Alliance (CLCA), becoming their representative firm in Italy.

The CLCA was set-up in November 2009 by founding firms in Europe and the USA as the first international network dedicated to crisis and high-value litigation PR advice. The alliance continues to expand its footprint to provide clients with expert and seamless crisis and litigation communications support around the globe.

Founded in 2001, Community has established a successful business in financial, legal and corporate communications and has worked with a number of Italy's largest corporations, medium-sized businesses, financial institutions, associations, family groups and entrepreneurs. Headquartered in Milan and Treviso with offices in Rome and Naples, the firm has experts from various disciplines including Legal and Public Affairs and has experience in high-stakes litigation matters, crisis communications and special situations. Their track record as communications advisors include cases involving companies such as Parmalat, Juventus, Exor and LVMH, as well as other mandates, including the Ciappazzi and Bagaglio cases.

Stephan Holzinger, chairman of the CLCA and German member firm Holzinger Associates, comments:

"I am delighted to welcome Community to our alliance. They are a world-class firm with superb credentials and will be an excellent partner for our clients when legal, litigation or crisis communications advice is required in Italy."

Auro Palomba, Chairman of Community, comments:

"Crisis communications and litigation PR are well-established practices in Anglo-Saxon countries, Germany and Switzerland. In those markets, companies, as well as law firms, consider the professional contribution of their communication advisors as a key element in managing sensitive cases. In Italy, decision makers increasingly recognise that winning in the "court of public opinion" is as important as winning in the judicial courts. Community has, over time, demonstrated competence in fulfilling these needs, gaining a significant track record in the sector. We are therefore honoured that the CLCA has identified Community as a qualified partner, allowing us to become part of a genuinely international network of expertise. We believe that being able to count on reliable partners in different jurisdictions will become progressively more important, as crises rarely stay local."

Recent CLCA mandates include communications support around a legal action by minority shareholders in Novartis which had a reputational resonance in both Switzerland and the US; around an employee action against Commerzbank which resonated in Germany, the US and the UK; and bringing an anti-dumping campaign at EU level on behalf of the European Wheel Manufacturers. The member firms regularly share know-how and best practice and meet twice per year to cement their cooperation and forge new business opportunities.



NOTES TO EDITORS

About the CLC-Alliance: The Crisis & Litigation Communicators (CLC) Alliance is an international alliance of specialist PR firms who are experts in crisis and litigation communications counsel in their respective jurisdictions. For further information, please visit www.clc-alliance.com

Member firms include:

Bell Yard Communications UK: The only London-based PR firm focused exclusively on litigation PR, Bell Yard's experience, whether for claimant or defendant, spans financial industry litigation, employment actions, fraud cases through to celebrity disputes. Founder Melanie Riley is widely regarded as one of the foremost practitioners of litigation PR in the UK market and Bell Yard has an established reputation in the City of London legal community. Recent instructions include: representing Gary McKinnon in his campaign to halt his US extradition, working with former bankers at Dresdner Kleinwort on their bonus claim against Commerzbank and representing a UK trader in his successful £20m fraudulent misrepresentation claim against a US broker.

Hellerman Baretz Communications US: Based in New York and Washington, Hellerman Baretz Communications works with the US's most prominent law firms and attorneys, specializing in marketing communications and litigation PR in 'bet-the-company' lawsuits. The agency has been involved in many visible disputes involving financial services, healthcare and intellectual property, among other issues. Founding partners — John Hellerman and Spencer Baretz — are nationally recognised in their field: John was dubbed a "PR whiz" and a "top media relations pro" by both *Law Practice Management* and *PR Week* magazines; and Spencer Baretz called a "communications expert" by *The American Lawyer Magazine*. He is also an attorney who practiced at one of New York's largest law firms after clerking for U.S. District Judge I. Leo Glasser, one of New York's most respected Federal Judges.

Holzinger Associates, Germany: Expert in crisis and litigation communications and executive reputation advisory working with corporations, family offices, entrepreneurs and board members in high-stakes crisis and litigation matters, Stephan Holzinger is author of the first German book on litigation communications ("In the Name of the Public"), listed among the top 5 business books in *getAbstract AG's* 2009 international book award. He is a member of the Reputation Institute in New York, a university lecturer and frequent speaker/media commentator on crisis and litigation communications. He was formerly a corporate spokesperson for BMW Group.

Roland Binz Kommunikation & Image, Switzerland: Roland Binz is one of most experienced professionals in crisis communications in Switzerland. He is co-founder of the Swiss Crisis Communication Association. Following his law studies at the University of Berne, Roland worked for 8 years as a court reporter and political editor for the daily newspaper "Der Bund" in the federal capital. Binz was subsequently nominated PR Officer for the Swiss Army within KFOR after the Kosovo war in 2000. From 2001 - 2009, Binz garnered broad experience in crisis management, corporate communication and public affairs as the corporate spokesperson at Swiss Federal Railways. In June 2009 he established his eponymous business consultancy for crisis & litigation communication and reputation management.