



NEWS RELEASE

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Crisis and Litigation Communicators' Alliance expands to Eastern Europe

Primo Corporate Advisory becomes new Polish member firm

The Crisis and Litigation Communicators' Alliance (CLCA) continues its growth course and is pleased to announce a new member firm in Poland - PRIMO Corporate Advisory (PCA).

Sebastian Włodarski, Chairman of the Board at PRIMO Corporate Advisory, sees membership of the CLCA as an important step in the development of the firm.

He said: "Since the company's inception in 2010, we have repeatedly supported our clients with crisis and litigation communication matters. We frequently deal with corporate reputation management before or during court disputes, mediations or arbitrations. Our experience perfectly fits into the CLCA network, which groups the most professional, independent agencies specializing in crisis and litigation communication in Europe and in the world. We are proud to be the new exclusive member of the CLCA network in Poland and relish this challenge as we continue, as one of the pioneers, to develop and define the concept of "litigation PR" in Poland."

"Given the size of the Polish market and its rapid emergence, it was key for us to be present locally with the CLCA," comments Martin Jenewein from Schneider | Minar | Jenewein Consulting and Chairman of the CLCA. "With PRIMO Corporate Advisory, whose professionalism we highly value, we are certain we have the right partner for international cases involving Poland."

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About CLCA: The Crisis and Litigation Communicators' Alliance (CLCA) is a global network of owner-managed PR consulting firms who are leaders in Crisis Management PR and Strategic Legal communications in their respective markets. Clients can benefit from the collaboration of members on cross-border matters and the CLCA's specialist expertise in international disputes (especially Competition Law and Cartel cases, Cross-Border Litigation, Class Actions, Regulatory Enforcement cases, Fraud and Employment related disputes).