



FOR IMMEDIATE RELEASE

PMK•BNC ADDS PR VETERAN STEVE JANISSE TO BRAND COMMUNICATIONS TEAM

LOS ANGELES, CA - February 18, 2014 - PMK•BNC announced today the hiring of Steve Janisse as Senior Vice President of Brand Communications. Janisse will help oversee key new clients recently added to the agency's roster, as well as some of the agency's long-standing accounts.

Janisse had previously been working as an independent consultant with the firm's Global Consulting Group on marketing and communications strategy. Now being an in-house staff member, Janisse will manage multiple client projects, oversee additional brand marketing and public relations opportunities, and serve as an important conduit between the firm's Global Consulting Group and the Brand Communications department.

"We're excited to have Steve lead the team developing some of our freshest and most innovative public relations work," said PMK•BNC EVP, Brand Communications, Monica Chun. "His experience and track record of success in the execution of modern, holistic communications is a coup for our agency and our clients."

Janisse is a 20-year veteran of public relations in the global automotive industry, most recently leading the PR team for Porsche Cars North America. Previously, while at General Motors, Janisse ran Saturn's PR department and spent four years in Europe managing public relations and communications for GM Europe. While there, he was head of Global Product Communications for Saab Automobile AB in Sweden, working with 50+ sales markets around the globe. In addition, he led the development of a new GM Europe Communications team in Germany managing pan-European public relations activities for Saab, Opel, Vauxhall, Chevrolet and Cadillac Europe.

About PMK•BNC

PMK•BNC is an influential public relations, marketing and consulting agency representing many of the world's most prominent actors, actresses, musicians, films, production companies, TV properties, authors, content creators as well as leading consumer brands and prestigious special events. The agency employs a staff of more than 250 professionals spanning offices in Los Angeles, New York and London. PMK•BNC thrives on being ahead of the curve and specializes in working with their clients to create ideas which build audiences, increase awareness and engage the consumer through the passion points of pop culture: music, sports, film, television, celebrity, technology, philanthropy, art and fashion. PMK•BNC is a part of the Interpublic Group of companies (NYSE: IPG).

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