



FOR IMMEDIATE RELEASE:

LEADING PR, MARKETING AND CONSULTING FIRM INVESTS IN ITS PEOPLE WITH ADDITION OF NEW EXECUTIVE

Rebecca Waits Joins PMK•BNC as Executive Vice President, People Services

LOS ANGELES, CA (November 22, 2013) - PMK•BNC, announced today the addition of veteran human resources executive, Rebecca Waits, as Executive Vice President of People Services. Waits, who will be based in Los Angeles, will oversee the fast-growing agency's People Services Department focusing on recruitment and development of their staff of more than 250 employees, as well as driving culture, engagement, and collaboration.

“Rebecca has a proven track record in translating the complexities of the ever-evolving work environment into innovative opportunities for companies and their staff,” PMK•BNC’s executive leaders said in a joint statement. “Clients are investing in us and we need to develop and attract the best people to service their needs. We know that Rebecca’s expertise in working with companies on similar growth trajectories and digital capabilities will be valuable as we continue to strategically grow and expand.”

In recent months, PMK•BNC has brought the importance of culture, staff development, collaboration and overall work life experiences into the spotlight, as well as added to their recruitment teams in both Los Angeles and New York. The hiring of Waits is a natural next step in preparing the agency for even further development in these areas and demonstrates the company’s commitment to make People Services a priority in its future planning.

Waits was previously Vice President of People Services at Rosetta Marketing where she led agency best practices and programs, as well as the Talent Acquisition group. Prior to Rosetta, Waits worked as a Sr. Director of Human Resources for LEVEL Studios and has held various leadership positions at Razorfish and Deloitte Consulting.

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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