



PMK•BNC LAUNCHES PERSONAL BRAND MANAGEMENT DEPARTMENT TO BE LED BY TALENT MARKETING AND BRAND EXPERT, BILL SANDERS

LOS ANGELES, CA (December 10, 2013) - Leading public relations, marketing and consulting agency, PMK•BNC, announced today the launch of a newly created Personal Brand Management department to be led by talent marketing strategist Bill Sanders, formerly of BDA Sports Management. The new department will work closely with the company's Entertainment Division and will focus on helping clients develop and market their personal brands.

With the establishment of this new department, the agency is forging the way for an innovative and evolved business model in the talent public relations industry. Beyond the traditional offering of strategic public relations consultation, PMK•BNC now has the capability to develop 360-degree individual marketing strategies that highlight each client's strengths, talents and interests. The department will focus on non-core revenue generation, exploring opportunities for talent in the scope of marketing, endorsements, public speaking and equity ventures. Sanders will seek out, negotiate and service these opportunities on behalf of clients and will work in conjunction with the existing members of a client's representation team in accomplishing client's broader goals.

Sanders will bring an established business with him to the agency which includes sports figures, models and actors, and will continue to work jointly with BDA on marketing and branding basketball star, Yao Ming. He will also work with PMK•BNC's current clients who opt-in for the added service.

"The addition of a Personal Brand Management area is a natural progression of our core talent representation business and we couldn't be happier that Bill has come on board to lead this important endeavor," said PMK•BNC's Co-Chairman and CEO, Michael Nyman. "Our talent clients are constantly looking to their representation teams for opportunities to expand their businesses and our role has evolved to include the holistic management of an individual's personal brand."

"I am thrilled to be joining the PMK•BNC team and to be working with the agency's amazing roster of talent; from actors to reality stars to professional athletes," said Sanders. "The

work I do really isn't about what field a client works in but rather who he or she is as an individual, and how connected they are to their fan base. And, in my view, no one has a stronger, broader and more marketable client roster than PMK•BNC.”

Sanders most recently served as Chief Marketing Officer at BDA Sports Management where he aligned his clients with numerous global brands, including: Coca-Cola, Pepsi, Gatorade, Vitamin Water, Visa, American Express, Apple, Sprint, T-Mobile, Verizon, AT&T, Guinness, Bridgestone and many more. Prior to joining BDA Sports Management, he spent several years in the entertainment field as Vice President of Theatrical Sales/General Sales Manager at Lions Gate Films and Trimark Pictures.

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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