

Cohn & Wolfe Extends its Offering with the Acquisition of Springbok Technologies, a Technology PR Firm
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Cohn & Wolfe, a leading international public relations firm, today announced its strategic acquisition of Springbok Technologies, Texas' largest independent public relations firm and a two-time Inc.500 winner. This acquisition brings Springbok's competencies in technology and Cohn & Wolfe's experience and global reach in branding, marketing and public relations together to enhance services and to add value for clients.

Cohn & Wolfe has acquired Springbok in order to offer its clients and prospects deeper industry knowledge in the important, sophisticated and constantly evolving technology sector. With clients including Texas Instruments Educational & Productivity Solutions, Cirrus Logic, AOL/AAvantage and MobileStar , Springbok is fully entrenched in the technology industry.

"Adding the capabilities and global reach of Cohn & Wolfe to Springbok allows us to be better positioned to offer our clients in the technology sector global communications solutions and counsel," said Glenn Abel, president of Springbok Technologies.

"We are excited to have Glenn and his team on board and to be able to offer this enhanced capability to the marketplace, as the combined expertise of our two firms provides new and existing clients of both agencies with a comprehensive range of industry expertise and communications solutions," said Stephen R. Aiello, president and CEO of Cohn & Wolfe.

Based in Richardson, Texas, Springbok Technologies is a media relations firm focused on the high-tech sector. Industry practices include wireless, photonics, semiconductor, telecommunications, customer relationship management and healthcare. The agency has established an international client base with offices and affiliates in Austin, Texas, as well as Europe and Southeast Asia.