

Fitch Acquires Singapore-Based Spring Brands to Strengthen Its Asian Design Business

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Fitch, a leading global design and branding consultancy, announces that through its parent company WPP, one of the world's leading communications services groups, it has made a strategic acquisition of Spring Brands Pte. Ltd. ("Spring Brands"), a Singapore-based integrated brand and retail design specialist. Founded in 1999, Spring Brands has built its reputation by providing innovative retail design services to both international and local customers. During that time, the agency has worked with a variety of clients including Timberland, Kodak, The Body Shop, Visa, Banyan Tree, Far East Organization and the Singapore Tourism Board. The acquisition represents a strategic move by Fitch to further strengthen its design and branding capabilities in the Asia region, which is a key growth area for Fitch. The addition of Spring Brands offers further resources and opportunities to the clients and staff of both Spring Brands and the existing studios in Fitch's global network.

Rodney Fitch, founder, Chairman and CEO of Fitch said, "Spring Brands' values are a perfect fit with Fitch's vision of redefining retail, and our distinctive view on the important part design plays in putting products, services and environments into contexts that are innovative and convincing to today's extremely savvy consumers. Spring will significantly enhance our resources and bring to our clients in the region high quality creative and strategic thinking. I'm delighted to have the Spring Brands team join us." Ian Bellhouse, Managing Director of Spring Brands said, "This move strengthens Spring Brand's international reach, our resource base and portfolio of services which will benefit both new and existing clients by offering a broader range of design skills and retail expertise. We are very excited about the prospects ahead as we integrate with Fitch and WPP."