

Ogilvy Public Relations Worldwide Acquires the Federalist Group, LLC
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Foremost Communications Firm and Leading Government Affairs Firm Come Together to Provide Clients with Incomparable Service Offerings

Washington, D.C., September 12, 2005 - Ogilvy Public Relations Worldwide (Ogilvy PR), a leading global communications firm, announced today the acquisition of the Federalist Group, a premier government affairs firm in the nation's capital. The Ogilvy PR-Federalist Group partnership results in a paramount government affairs offering at the national, state and local level.

This agreement significantly strengthens both organizations as government decisions continue to have a growing affect on companies' and industry's operations. The Federalist Group specializes in government relations and has earned an unsurpassed reputation for successful legislative and regulatory advocacy. Its partners include Wayne Berman, a former political appointee under President Bush (41) and former senior advisor for the Bush/Cheney Transition Team (2001). Ogilvy PR is a global public relations firm with a full range of communications services housed within seven practices. Its global CEO is Marcia Silverman and the Washington office is headed by Robert Mathias, both of whom are long-time Washingtonians.

Ogilvy PR is already an industry leader in strategic public affairs counsel and currently offers an extensive range of services, including creating and managing alliances, mobilizing stakeholders, grassroots support and engaging the media in North America, Europe and Asia. Through the acquisition, both firms will be able to deliver even greater insights into the factors shaping state, national and international policy.

"Acquiring such a leading and influential group in Washington is tremendously exciting, and promises outstanding results in government relations for our current and future clients," said Marcia Silverman, chief executive officer of Ogilvy PR. "The merger of the Federalist Group's wealth of knowledge in government affairs with our existing expertise will bring new dynamism to this increasingly important area of communications and advocacy."

Stewart Hall, founder and CEO of the Federalist Group, will continue to head up its operations. Hall is highly respected throughout the industry and has more than 13 years of experience inside the Beltway. He brings a sophisticated understanding of government affairs, legislative and regulatory environments and has been instrumental in altering and amending federal policy in the areas of telecommunications, defense, transportation and finance.

"We view direct advocacy as a complimentary piece of a larger offering that includes public relations, relationship building, grassroots support and issues management," said Hall. "Ogilvy PR's talent and global network allows us to do that."

"Ogilvy PR's creativity and approach to client issues is simply unmatched in this town. They are the perfect partner to have," added Berman.

"Both firms clearly recognize that present-day government relations requires far more sophisticated solutions that integrate all communications components and continuously provide outstanding results," said Robert Mathias, managing director of Ogilvy PR's Washington office. "These results can only be achieved with the combined efforts of Ogilvy PR and the Federalist Group. This is a natural partnership both on paper and in person and I am delighted that Stewart and his colleagues have joined us - they are truly among the best in the business."

Other key players within the Federalist Group include John Green, partner and former executive director of the New Republican Majority Fund (NRMF), Senator Trent Lott's (R-MS)

political action committee; Drew Maloney, partner and former administrative assistant and legislative director for House Majority Whip Tom Delay (R-TX); and James Jay Baker, partner and former chief lobbyist and chairman of the NRA's political action committee. The firm will be known as the Federalist Group, an Ogilvy PR Company.

The two firms already share business and have plans to co-locate in Washington, DC. Ogilvy PR/Washington recently relocated to a custom-designed space at 1111 19th Street NW.