



Worldcom PR Group EMEA incorporates two new partners in Egypt and Lebanon

Brussels, Belgium. 6 May 2010 – The [Worldcom Public Relations Group](#), the world's leading network of independently owned public relations firms, has added two new partners in Egypt and Lebanon. This has significantly strengthened its capability to provide support to its clients all around the globe.

[Both Rada Research and Public Relations Company](#) from Egypt, and [PR Leaders](#) from Lebanon, will enhance [Worldcom EMEA's](#) offering with their expertise and significant capabilities.

"We are delighted to be part of such a distinguished group of professionals. This will provide a unique opportunity for interaction, exchange of ideas and sharing of views with our peers, which is invaluable to our profession", said Loula Zaklama, President and Managing Director of Rada Research and Public Relations Co. "I know we will benefit from Worldcom's combined expertise, markets knowledge, talent and business sharing", she added.

"We are very enthusiastic about our new partners in Egypt and Lebanon. They enable us to extend the reach of our capabilities for clients", said Crispin Manners, EMEA chair of the Worldcom Public Relations Group.

About PR Leaders

PR Leaders is a public relations and communications firm headquartered in Lebanon with regional presence and reach across the Middle East and North Africa region. The company's expertise has grown to encompass telecommunications, green technologies, logistics, wooden frame housing, financial communications, consumer marketing, strategic business communications, and advisory. More information in www.prleaders.com

About Rada Research & Public Relations Company

Rada Research and Public Relations Company is a leading marketing research and public relations firm founded in 1982, distinguished by its broad range of local and international knowledge, proven accomplishments and a team of experienced professionals. It is a fully Egyptian independently owned company, and its aim is to create superior value for its local, national and global clients by offering a wide range of portfolio services, especially tailored to meet client needs and objectives. More information in <http://rada-rrpr.com/>



About Worldcom PR Group

Worldcom Public Relations Group is the world's leading partnership of independently owned public relations counseling firms, with some 109 offices in 95 cities worldwide. Established in 1988, it was formed so that the strongest, most capable independent public relations firms could serve national, international and multi-national clients while retaining the flexibility and client-service focus inherent in independent agencies. Through The Worldcom Group, clients have on-demand access to in-depth communications expertise from professionals who understand the language, culture and customs of the geographic arenas in which they operate. Visit www.worldcomgroup.com for more information.

Worldcom EMEA currently comprises 34 agencies with strong expertise in consumer, healthcare, travel & tourism, technology, energy & environment, financial services, investor relations, public affairs and crisis & issues management. Clients include Unilever, Johnson & Johnson, Panasonic, Sony Ericson, LG Electronics, the EU Anti-Tobacco Campaign, Verbatim and Palm. Visit www.worldcomprgroupemea.com for more information.

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