



**FOR IMMEDIATE RELEASE**

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**WORLD.COM GROUP ELECTS NEW LEADERSHIP AT INTERNATIONAL MEETING IN SHANGHAI  
ADDS NEW PARTNERS TO ITS ROSTER OF INDEPENDENT PUBLIC RELATIONS COUNSELING FIRMS**

**NEW YORK – June 8, 2010** – The Worldcom Public Relations Group, the world's leading partnership of independently owned public relations counseling firms, announces the appointment of its new officers, as well as three new partners elected during its recent international meeting in Shanghai, China, held on May 18-21. With a total of 104 partner offices in the Americas, Europe/Middle East/Africa and Asia regions, many of them added during 2009 and the first months of 2010, Worldcom partners cover a vast territory, serving national, international and multi-national clients.

"We have the most established, professionally run independent agency partnership in the field," said newly installed Worldcom Chairman Matt Kucharski. "And we share a common goal to help clients use strategic communications to transform themselves with fast results and long-term value."

Kucharski (Padilla Speer Beardsley, Minneapolis, Minn.) will lead the organization's efforts during the 2010-2011 term as chairman, succeeding Diego Biasi (Business Press, Milan). Melissa Sturges, (Sturges Word Communications, Kansas City, Mo.) will continue her role as secretary-treasurer.

Other board members for the 2010-2011 term are: Stephanie Paul (Phillips Group, Sydney, Australia), strategic plan; Tom Van Blarcom (TQPR, Bangkok, Thailand), membership; Noemi Pollack (Pollack PR Marketing Group, Los Angeles), marketing; John Bliss (Bliss PR, New York), practice groups; Francie Israeli (John Adams Associates, Washington, D.C.), peer review; Mae Manekulpan (TQPR, Bangkok, Thailand), knowledge sharing; Douglas Wright (Wrights, Melbourne, Australia), Asia Pacific region chair; Corinna Voss (HBI, Munich, Germany), Europe, Middle East & Africa (EMEA) region chair; and Stefan Pollack (Pollack PR Marketing Group, Los Angeles), Americas region chair.

Worldcom also added three new partners this year. The EMEA region added PR Partners based in Beirut, Lebanon and Rada Research and Public Relations Company based in Cairo, Egypt. The Americas region added RLF Communications, a Greensboro, N.C.-based communications firm.

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**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, and offices in Saudi Arabia, Jordan and Kuwait, . The company's expertise has grown to encompass telecommunications, green technologies, logistics, wooden frame housing, financial communications, consumer marketing, strategic business communications, and advisory. For more information, please visit: [www.prleaders.com](http://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. For more information, please visit: <http://rada-rrpr.com>.

**About RLF Communications**

RLF Communications is based in Greensboro, N.C., and offers a full range of public relations, marketing and communications services tailored to meet the needs of its clients, which include Fortune 500 companies, nonprofits and privately held corporations. For more information, please visit [www.rlfcommunications.com](http://www.rlfcommunications.com).

**About the Worldcom Public Relations Group**

Worldcom Public Relations Group is the world's leading partnership of independently owned public relations counseling firms, with 104 offices in 91 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 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. For more information, please visit [www.worldcomgroup.com](http://www.worldcomgroup.com).

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