



**WORLD COM PUBLIC RELATIONS GROUP ANNOUNCES THE LAUNCH OF
A REDESIGNED WORLD COM UNIVERSITY TO SERVE AS EDUCATION AND LEARNING CENTER FOR
WORLD COM PARTNERS**

DAVID GROSSMAN INSTALLED AS WORLD COM UNIVERSITY'S INAUGURAL PRESIDENT

Brussels, Belgium – September 22, 2010 – David Grossman, founder and president of the Grossman Group, a Worldcom Public Relations Group partner firm in Chicago, was installed today as the first president of the newly redesigned Worldcom University, the learning and education center of [The Worldcom Public Relations Group](#), the world's largest global PR partnership. Worldcom's Americas Region president Stefan Pollack, president of Los Angeles-based, [The Pollack PR Marketing Group](#), made the announcement at Worldcom's Americas Group annual meeting in Cleveland, Ohio this week.

Worldcom University, originally launched in the 1990's, has been completely retooled. "It will serve as the exclusive education and learning center for the 1,800 employees of our 107 Worldcom partner firms around the world," said Pollack. "Its diverse content offers instant knowledge sharing and enhanced curricula for all Worldcom partner firms and their employees. David's talents and reputation for strategic leadership development and internal communications makes him the right person to lead this new proprietary knowledge Worldcom center," Pollack added.

New offerings on the interactive site will include instructional videos, webinars, whitepapers as well as thought leadership conversations culled from blogs and social media sites. The online classrooms will provide Worldcom members the opportunity to stay current as to innovative practices as well as rapidly evolving tools used in public relations, marketing and advertising.

"We are committed to providing our partnership the best practices in communications from around the world," said Grossman, "The knowledge base inside Worldcom is immense and unmatched and, with this new exclusive education portal, we will be able to reach out to our entire partner base with the best proven techniques and practices in the industry."

David Grossman, ABC, APR, Fellow PRSA, is a renowned international consultant, speaker, author, and leader on communications inside organizations. His latest book "You Can't Not Communicate" delivers impactful details on how today's corporate leaders can get communications right. His agency, [The Grossman Group](#), is an award-winning communications consultancy focused on organizational consulting, strategic

leadership development and internal communications. Grossman provides more than 20 years of industry experience to Worldcom and Worldcom University.

To learn more about Worldcom Public Relations and the new Worldcom University, please visit www.worldcomgroup.com.

About Worldcom PR Group

Worldcom Public Relations Group is the world's leading partnership of independently owned public relations counseling firms, with some 107 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 36 agencies with strong expertise in consumer, healthcare, travel & tourism, technology, energy & environment, financial services, investor relations, public affairs and crisis & issues management. Clients include Verizon, Kodak, 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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