



Atomic joins forces with Grayling; Unified operation doubles Grayling Scale in the U.S.

NEW YORK and SAN FRANCISCO – December 13, 2013 – Grayling, a leading global communications firm, today announced that award-winning PR and social media agency Atomic will merge and rebrand as Grayling effective January 1, 2014. The two firms have worked closely together since early 2011, when parent company Huntsworth plc acquired Atomic.

The integration of Atomic and its six American offices accelerates Grayling's growing momentum in the U.S., and caps a year of transformative change for Grayling under the direction of Global CEO Pete Pedersen, who joined in February, 2013.

Earlier this week, Grayling announced the appointment of former MSLGroup executive, Peter Harris, as Grayling's new U.S. CEO. In September, Grayling rebranded DutkoGrayling's five offices as simply Grayling. The combined entity unifies Grayling's world-class public relations, social media and digital marketing forces with top-notch government affairs and investor relations practices across multiple sectors, and gives the firm a robust national footprint.

"Integrating Atomic gives Grayling U.S. additional critical mass in PR, social media and digital, as well as significant expertise in the use of data to guide strategy and creative," said Pedersen. "We're delighted Atomic will march with us under the Grayling flag."

Atomic co-founders Andy Getsey and James Hannon will continue in senior executive roles at Grayling. Getsey will assume the role of executive vice president, and Hannon will serve as Grayling's chief data strategist, a first in the industry. Together, the two will co-chair Grayling's U.S. technology practice.

"We're very proud that the Atomic team accomplished its goal of becoming one of the best and most innovative mid-sized PR firms in the digital era. Going forward as Grayling, we look forward to helping create an innovative national and global multi-disciplinary communications powerhouse," said Atomic's Getsey.

The new Grayling U.S. has full service offices in New York, Washington, D.C., Tallahassee, Denver, Seattle, Sacramento, San Francisco, Silicon Valley, Los Angeles and Orange Country.

About Grayling

Grayling is a leading global communications network founded in 1981 to deliver data-driven strategies for Digital Marketing, Public Relations, Government Affairs and Investor Relations.



Grayling operates from 54 offices in 26 countries worldwide across Europe, North America, the Middle East and Asia. The firm works across multiple sectors including Energy, Environment & Sustainability, Healthcare, Technology, Consumer Brands, Financial Services, Transport & Logistics, and Government & Public Sector. For more information visit www.grayling.com

Grayling is part of Huntsworth plc (www.huntsworth.com) an international consultancy group focused on public relations and integrated healthcare communications.

#

Contact: For media enquiries or for more information about Grayling please contact:

Anita Beshirs, Director of U.S. Marketing: [415-407-1211](tel:415-407-1211) or anita.beshirs@grayling.com

James Eddleston, Head of Global Marketing: [+44 \(0\)207 932 1850](tel:+44(0)2079321850) or james.eddleston@grayling.com