



WEBER SHANDWICK

NEWS

For Immediate Release

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Weber Shandwick Appointed Global Public Relations Agency by Russia's Bid Committee for the World Expo 2020

NEW YORK, NOVEMBER 8, 2011 — Ekaterinburg 2020, Russia's Bid Committee for the 2020 World Expo, has appointed Weber Shandwick to support its global public relations campaign.

The Russian city of Ekaterinburg, situated in the Ural Mountains, at the border between Asia and Europe, will be competing alongside Ayutthaya (Thailand), Dubai (UAE), Izmir (Turkey) and Sao Paulo (Brazil) for the right to host the World Expo in 2020. The Ambassador of the Russian Federation in France, H.E.M. Alexander Orlov, submitted the official letter of candidature under the theme of "Global Mind" signed by Vladimir Putin, Russia's Prime Minister, to Vicente Gonzalez Loscertales, the Secretary General of the International Exhibitions Bureau (BIE) in Paris on October 28th 2011. The decision on the venue for World Expo will be taken by a vote of the BIE General Assembly at the beginning of 2013.

Weber Shandwick, a leading global public relations agency, has a significant track record in World Expo bid campaigning, having most recently supported the successful bids for Shanghai Expo 2010 and Milan Expo 2015. The firm also successfully supported the Shanghai Expo Bureau following the win.

Weber Shandwick's has supported some of Russia's most innovative and exciting projects in recent years. Weber Shandwick has been a global public relations agency of record for the Sochi 2014 successful Olympic Winter bid, having led the international PR campaign for the bid on five continents during a 16-month campaign. The agency continues to be the global PR agency for the Sochi 2014 Organising Committee.

Alexander Misharin, the Governor of Sverdlovsk region, commented “Ekaterinburg is a major industrial, scientific and cultural center of Russia and the third biggest transport hub after Moscow and Saint Petersburg, situated at the crossroad of Europe and Asia. It is one of the most dynamically developing regions in Russia and already a place of international meetings and events. We are confident that, supported by a global PR agency, we will put all our chances on our side to host such a prestigious international event.”

Erik Bugulov, CEO of the Ekaterinburg Expo 2020 Bid Committee, said: “We are delighted to appoint a leading global PR firm with such significant experience in running campaigns for World Expo bids. This experience, coupled with the agency’s ability to drive powerful campaigns worldwide and its solid track record in promoting high-profile Russian projects have been the decisive factors to select Weber Shandwick as our international public relations partner.”

Jack Leslie, Chairman of Weber Shandwick, said: “We are honored to be engaged to support Russia and the Ekaterinburg World Expo 2020 Bid Committee. We will put the strongest global team and a winning communications campaign worldwide for Ekaterinburg 2020 to help them bring the World Expo 2020 to Russia and to the Urals.”

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About Weber Shandwick

Weber Shandwick is a leading global public relations agency with offices in 81 countries around the world. The firm’s success is built on its deep commitment to client service, our people, creativity, collaboration and harnessing the power of Advocates - engaging stakeholders in new and creative ways to build brands and reputation. Weber Shandwick provides strategy and execution across practices such as consumer marketing, healthcare, technology, public affairs, financial services, corporate and crisis management. Its specialised services include digital/social media, advocacy advertising, market research, and corporate responsibility. In 2010, Weber Shandwick was named Global Agency of the Year by *The Holmes Report* for the second year in a row; an ‘Agency of the Decade’ by *Advertising Age*, Large PR Agency of the Year by *Bulldog Reporter*, a Digital Firm of the Year by *PR News*, and Top Corporate Responsibility Advisory Firm by *CR Magazine*. The firm has also won numerous ‘best place to work’ awards around the world. Weber Shandwick is part of the Interpublic Group (NYSE: IPG). For more information, visit <http://www.webershandwick.com>.