

Interbrand

Interbrand Appoints Simon Bailey as Chief Executive for Europe

LONDON, UK (November 17, 2010) – Interbrand, the leading brand consultancy has announced the appointment of Simon Bailey as Chief Executive Officer of Interbrand Europe, effective January 2011.

As European CEO, Bailey will be responsible for shaping strategy and growth across 10 offices in Europe and will lead the management team in both strategic and operational development and in managing key client relationships.

In assuming the role, Bailey steps into his second incarnation at Interbrand. From 1997 to 2004, Bailey held new business, account direction and consulting roles within Interbrand London and helped to oversee client relationships including British Airways, SKF, Interactive Investor International and ExxonMobil. Bailey's most recent role within the Interbrand Group was as Managing Director of Innocence, a subsidiary company.

After his years with Interbrand, Bailey went on to join The Brand Union in 2004 and quickly gravitated to become Chief Executive of the London, Madrid, and Dublin offices. During his tenure, he managed the global Vodafone relationship and was a key member of Team WPP Vodafone, helping to coordinate the account across multiple WPP agencies.

"I am extremely proud to welcome Simon back into the Interbrand family," said Interbrand Global CEO, Jez Frampton. "We have found, in Simon, someone with proven experience in managing multiple offices. Furthermore, he brings with him nearly two decades of branding expertise and a visionary view of how to position the company for success in the challenging European market. "

After graduating from Law School, Bailey pursued a career in Sales and Marketing. Between 1995-1997 Simon worked for The Guardian and Observer Newspapers and held a variety of positions within the advertising and sponsorship department early in his career.

"I'm delighted to be part of Interbrand once again," said Bailey. This is an exciting and challenging role and I look forward to working closely with the executive board in developing client relationships and heightening Interbrand's value proposition in Europe's dynamic marketplace."

Bailey takes over from Jean-Baptiste Danet who left the role in early November. Bailey and will reside in Interbrand's London office.

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About Interbrand

Founded in 1974, Interbrand is recognized for being at the forefront of the dialogue on brands as business assets. Today, Interbrand is amongst the largest brand consultancies and has grown to include 40 offices in 25 countries. The combination of rigorous strategy and analytics with world-class design creativity help its clients to create and manage brand value in all market dynamics. It is widely respected for its annual study, The Best Global Brands,

and creating a broader platform for the discussion on brands in the Webby-award winning website brandchannel.com. For more on Interbrand, visit www.interbrand.com.

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