

Interbrand

Interbrand Names Josh Feldmeth Chief Executive Officer of New York Office

New York, New York - (November 2, 2010) Interbrand, the leading brand consultancy, has announced the appointment of Josh Feldmeth as CEO of its New York office, effective immediately.

Feldmeth first joined Interbrand's brand valuation and analytics practice in 2003, and has since developed his breadth of experience and held senior positions in Dayton Ohio, Zurich and most recently as the Managing Director of Interbrand's Amsterdam office.

"Josh's first instinct is always for the team, and anyone who has worked with him, or for him, will tell you that he lives and breathes our values everyday. His enthusiasm for our people, our clients and our product, is infectious," said Jez Frampton, Global CEO of Interbrand. "Under his watch the Amsterdam office has grown, taking on client relationships including GM/OPEL, Credit Suisse, and Heineken. He is a strong leader, manager and mentor for his team, and has always built upon his experiences around the world to build strong cultures and profitable businesses", added Frampton.

Lee Carpenter, CEO of Interbrand North America explains, "Josh has exactly the right balance of expertise in creating and managing brands required to run an office as large and diverse as our New York business. His background is deeply rooted in valuation and analytics, but its application has been across both creative and strategic assignments of all scales. This very much mirrors the work done by our largest office."

Feldmeth will be supported by a strong Executive Committee in managing the 200+ person New York office, and will report to Carpenter, the North American CEO.

Prior to joining Interbrand, Feldmeth was a Principle Consultant at PricewaterhouseCoopers in the Strategy Practice and has worked as a Marketing Manager for a tier-one automotive supplier.

Feldmeth holds an MBA from the University of Texas, and a BA in Political Science from Wheaton College (IL).

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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