

Interbrand

Karen Burke Joins Interbrand as Global Chief Communications Officer

NEW YORK, New York (November 2, 2011) – Interbrand, one of the world’s largest branding consultancies, today announced that Karen Burke was recently appointed Global Chief Communications Officer.

In this role, Ms. Burke strategically manages Interbrand’s worldwide marketing and brand-building activities. She drives the intellectual capital, communications and marketing initiatives of the firm, both internally and externally, across all 40 of its global offices. Most recently, Ms. Burke oversaw the global launch of Interbrand’s 2011 Best Global Brands report, the annual ranking of the world’s most valuable brands. Ms. Burke, who is based in New York, reports directly into Global CEO, Jez Frampton.

“Karen is the perfect choice for this role,” stated Mr. Frampton. “She brings a unique blend of account management, business development and digital strategy to Interbrand. Her experience with some of the world’s most prestigious brands gives her great insight into how we can strengthen Interbrand’s presence with clients, partners and the business market.”

Ms. Burke began her career at The Procter & Gamble Company where she led marketing operations teams, helped to develop the shopper marketing practice, and worked across many global business units. Following her time at Procter & Gamble, Ms. Burke assumed senior leadership roles at The ARS Group (ARS/comScore), Resource Interactive, and Jager DiPaola Kemp Design. Her experience ranges from pharmaceuticals to family care to prestige fragrance. Her clients have included Kroger, Walgreens, CVS, Saks Fifth Avenue, Lord & Taylor, Dylan’s Candy Bar, Unilever, and LucasFilm. Ms. Burke also serves as Chair of the Board of Directors for the New York Chapter of the Global Procter & Gamble Alumni Network.

“I am honored to join the Interbrand team,” Ms. Burke noted of her recent appointment. “Throughout my career, I have greatly admired Interbrand’s thought leadership and creative work. I am delighted to contribute to the firm’s future growth and ensure that our brand continues to deliver innovative solutions to our clients, as well as to the broader business community.”

About Interbrand

Founded in 1974, Interbrand is one of the world’s largest branding consultancies. With nearly 40 offices in 25 countries, Interbrand’s combination of rigorous strategy, analytics and world-class design enables it to assist clients in creating and managing brand value effectively across all touchpoints in all market dynamics. Interbrand is widely recognized for its Best Global Brands report, the definitive

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guide to the world's most valuable brands, as well as its Best Global Green Brands report which identifies the gap between customer perception and a brand's performance relative to sustainability. It is also known for having created www.brandchannel.com, a broader platform for the discussion of brands. For more information on Interbrand, visit www.interbrand.com.

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