

Keith Burton to join Brunswick Group as Partner

Burton to help lead the firm's employee communications and engagement practice

New York, January 9, 2013 -- Brunswick Group LLC, a leading corporate communications consultancy, announced today that Keith Burton will join as a partner in the firm's New York office to help lead its employee communications and engagement practice. Mr. Burton will build on Brunswick's existing expertise in change management, post-merger integration communications, and employee engagement. His appointment is effective from February 1, 2013.

"Keith has defined best practice in employee communications in the U.S. for the past 20 years and is truly a pioneer in his field," said Susan Gilchrist, Group CEO, Brunswick. "His creativity and expertise will be invaluable to our clients."

Mr. Burton joins Brunswick after 14 years at Insidedge, where he specialized in internal communications and served as President for the last seven years. Previously, he held various senior roles at Golin Harris, Hill and Knowlton and Ketchum.

Mr. Burton said, "Employee engagement and internal communications are critically important to bottom-line business objectives, and Brunswick is a place that truly understands this connection. I am excited to join the high caliber of advisors at Brunswick and look forward to contributing to the firm's continued growth in counseling CEOs, senior executives and front line leaders, and heads of communications, both in the U.S. and globally."

About Brunswick Group LLC

Brunswick Group LLC is a private partnership with a growing team of approximately 600 employees, including more than 90 partners around the world. The firm has grown organically over 25 years and now has 21 wholly owned offices in 12 countries. These include Abu Dhabi, Beijing, Berlin, Brussels, Dallas, Dubai, Frankfurt, Hong Kong, Johannesburg, London, Milan, Munich, New York, Paris, Rome, San Francisco, Shanghai, Sao Paulo, Stockholm, Vienna and Washington D.C. The firm's service offer comprises corporate and financial communications, investor relations, internal communications and opinion research.

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