



17 March 2008

COLLEGE HILL ACQUIRES RISK MANAGEMENT SPECIALIST

**Acquisition enhances risk management capabilities
and expands coverage of the food and drink sector**

College Hill announced today that it has acquired Razor Public Relations.

Razor, founded in 1999, has built a leading reputation in international risk management and business continuity communications, particularly in the food and drinks industry. Razor's existing clients include a wide range of FMCG food brands and food ingredient manufacturers across Europe, as well as clients in other sectors, including property and chemicals.

Chris Woodcock, Founder and Managing Director of Razor, becomes a Managing Partner at College Hill. She commented: *"The risk and crisis management skills of Razor fit perfectly into the practice structure of College Hill. Our clients will benefit from a wider range of services and resources."*

College Hill Chairman Alex Sandberg and Group Chief Executive, Richard Nichols, added: *"Chris is exceptionally experienced in the PR industry and the Razor team has built an enviable reputation. Their specialism in the increasingly important area of risk management communications is a valuable enhancement to the services we provide our clients."*

ENQUIRIES:

College Hill

Alex Sandberg, Chairman
Richard Nichols, Group Chief Executive

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Razor

Chris Woodcock
Managing Director

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Notes for Editors

College Hill

College Hill is an international business communications consultancy offering a wide range of complementary practice skills to businesses and institutions. With both specialist industry sector teams and specialist practices, College Hill consultants bring to our clients the strategic advice and implementation needed in times of change - such as transactions or crises - as well as in the day-to-day management of their valuation, reputation and ultimately, their business objectives.

Razor

Razor is a specialist in building and protecting corporate reputation. The team is recognised as a leader in the field of international risk management communications, particularly in the food, drink, chemical and property industries.