

Warwick Smith to head up College Hill's Public Affairs unit

College Hill is pleased to announce the appointment of Warwick Smith to lead a newly formed business, College Public Policy.

College Public Policy will offer the full range of public affairs and government relations advisory services, providing clients with understanding and influence in the process of public policy formation and decision making. College Public Policy will offer clients an international service, to include Brussels and Washington.

Warwick Smith has worked in government affairs for over 30 years, approximately half in the civil service as a policy adviser, international negotiator, and ministerial aide during the Heath, Callaghan and Thatcher governments, and half as a consultant to a number of leading UK and multinational corporations and institutions. Warwick was one of the management team - ultimately Chairman and Chief Executive - that grew Citigate Public Affairs into the premier UK consultancy at the heart of an international network.

Warwick Smith, Managing Partner, College Public Policy, said:

"To be able to shape a top flight public policy practice for today's environment is exciting. To do that alongside a respected business communications practice of significant size driven by two of the industry's leading figures who are committed to an ambitious growth strategy is an opportunity not to be missed".

Alex Sandberg, Chairman, College Hill, commented:

"The heart of our strategy is to enrich the talent and experience we bring to clients. Warwick is recognised internationally as a leader in his field. I couldn't wish for a better partner to build this area of expertise, which is core to what we want to offer clients both in the UK and abroad".

Richard Nichols, CEO, College Group, said:

"Adding a world class public affairs capability is the first in a number of steps we have planned. We intend College Hill to be one of that rare breed of consultancies delivering very best quality advice to businesses in the major international capital market centres".

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Enquiries:

Warwick Smith	+44 7974 565 424
Alex Sandberg	+44 20 7457 2027
Richard Nichols	+44 20 7457 2009

Notes to editors

College Hill

- Embarked upon major growth strategy:
 - By geography and by practice area
 - Building a world class business communications consultancy
- College Hill today
 - Over one hundred people in specialist sector teams, looking after over 100 retained clients
 - Over 100 transactions in first three quarters of 2006
 - Retained clients growing by 15% this year
 - One of the few major, independent PR businesses of scale: third largest by number of stock market clients (Hemscott August '06)