

15 December 2008

## COLLEGE HILL INVESTS IN DIGITAL

### Investment in Tonic builds online capability, both financial reporting and PR

College Hill announced today that it has invested in Tonic, an award winning digital design and branding agency, see [www.tonic.co.uk](http://www.tonic.co.uk).

Tonic, founded in 1998, employs some forty people and has built an enviable client roster of both consumer and corporate brands including Sony Europe, Telenor, Fortis, GSK, UBS, MTV Europe and Nokia amongst others. Tonic is recognised for connecting global brands with its major stakeholders through the creative use of digital media.

The addition of Tonic's skills will complement College Hill's existing creative business. Publishing some forty annual reports a year, together with branding and corporate design, College Hill's creative practice The College is increasingly engaged with online financial reporting, IR websites and digital solutions.

Ranzie Anthony, Managing Director of Tonic said: **"We have such talent within Tonic that to be able to take it to the corporate marketplace as well as internationally with College Hill gives a seismic shift to our business. We like the way College Hill is integrating complementary skills and practices and we are excited about joining a dynamic international communications group."**

College Hill Chairman Alex Sandberg and Group Chief Executive, Richard Nichols, added: **"Online financial reporting and online PR are vital skills today. Add creativity to the mix, which Tonic does, and we bring another dimension to our service to clients."**

#### ENQUIRIES:

**College Hill** +44 20 7457 2020  
Alex Sandberg, Chairman  
Richard Nichols, Group Chief Executive

**Tonic** +44 20 7033 2888  
Ranzie Anthony, Managing Director  
Mark Porter, Commercial Director

#### About College Hill

College Hill is a growing international business communications consultancy with offices in Europe, China, India, South Africa and the United States. College Hill's wide range of complementary practices provide advice to clients around the world on communicating with their principal stakeholders. Areas of expertise include financial public relations and investor relations, with specialist industry sector teams; corporate public relations; public affairs; branding; financial reporting and digital; risk and crisis management; employee engagement and strategic research consultancy.