

Press Release**Kaspar Loeb joins Dynamics Group as Senior Partner**

Zurich/Berne/Geneva, 15 June 2010 – The outgoing CEO of Saatchi & Saatchi Switzerland will be joining Dynamics Group, which offers comprehensive consulting services in the fields of strategic development, communications management and research in its offices in Zurich, Berne and Geneva.

Kaspar Loeb (54) is one of the most experienced brand and communications specialists in Switzerland. He has a degree in law from the University of Basle and was trained later on in the Ringier School for Journalists. He worked as an editor in different national print (Weltwoche and Politik & Wirtschaft) as well as electronic media (DRS 3). He helped to develop SonntagsZeitung from Tamedia and was the anchor man of Cash-TV. In 1995 he joined the brand consultants from Zintzmeyer & Lux in Zurich, which in 1997 was bought by Interbrand, the worldwide leading brand consultancy. From 2000 until 2010 he managed as CEO the ad agencies Seiler DDB, Publicis and Saatchi & Saatchi, where he established the new affiliate in Zurich. As Senior Partner, Kaspar Loeb will be supporting companies in all aspects of strategic positioning, strategic communications and brand management. Loeb will be based in Zurich and will join Dynamics Group in autumn 2010.

Contacts

Kaspar Loeb
079 200 85 39

kl@dynamicsgroup.ch

Edwin van der Geest
079 330 55 22

vdg@dynamicsgroup.ch

Franz Egle
079 419 79 66

fe@dynamicsgroup.ch

About Dynamics Group

Dynamics Group brings together senior specialists in the areas of strategic counsel, economic analysis and communication. It offers a range of services, geared to the needs of national and international clients, including corporate communications, crisis communication, investor relations, financial communication, public affairs and public relations. Established in 2006 in Zurich by Franz Egle and Edwin van der Geest, the agency opened a Geneva office at the beginning of 2008 with the arrival of Christophe Lamps. The group comprises 30 staff members, thereof 10 partners in its Zurich, Bern and Geneva offices. It also employs a team of 30 advisors in India, mainly financial analysts and market researchers.