



Grant Butler Coomber Opens US Office

London – 9th June 2008 - Leading international technology PR agency, Grant Butler Coomber (GBC), is expanding its international operations with a new San Francisco office, adding to its already successful network of whollyowned agencies in London, Paris and Munich.

GBC USA is launching with a number of clients already on board. This includes existing UK client PacketExchange, a leading global private network service provider looking to expand its operations in the US. Other launch clients include thermal imaging leader Irisys InfraRed Integrated Systems Ltd. and telecom fraud prevention and revenue assurance software company, Lavastorm. To add to its list of existing European tech clients, GBC USA has also recently won Silicon Valley based Mobopia, which provides open mobile publishing networks for Flash developers.

The new US office is located on Pine Street in the heart of San Francisco's financial district and will be headed up by former UK Account Director and US native, Jaime Tero. Jaime has worked with GBC for over nine years in its London head office.

"The technology industry is predominantly driven by the US, and the market continues to offer enormous opportunities. We are playing to our strengths and focusing on key market growth segments such as mobile communications, green technology, security and digital media. We are also increasingly finding that our European based clients are looking to expand into the USA. Having a US office in addition to our London, Paris, and Munich offices enable our European clients to make a seamless transition and easily scale their PR activities," commented Sue Grant, co-Founder and International Director of GBC.

She added: "Jaime has the energy and drive to build the business as is demonstrated by the impressive portfolio of US accounts at the launch of GBC USA. Her first class international experience will open many doors for GBC in North America."

For more information, please contact GBC USA on: +1 415 989 9803