

**NEWS FOR IMMEDIATE RELEASE**

**Pratt & Buehl Launches Global  
Nuclear Positioning Campaign For GE-Hitachi Alliance**

ATLANTA, November 3, 2009 ... Kicking off with a high-profile “wrap” of London’s Financial Times, nuclear power marketing, partners GE and Hitachi have launched a new global informational campaign created and implemented for them by Pratt & Buehl. Pratt & Buehl is globally acknowledged for their thought leadership in marketing to the world’s power and energy producers.

“The creative focus is to underscore the all important trust factor that GE-Hitachi brings to the table in the generation of highly efficient, long-term, safe nuclear power,” according to Kendall Young, Pratt & Buehl’s president and creative director.

Young continued, “because of the issues involved, there is a high degree of emotional and rational branding in the materials. Print is heavily employed for its reader engagement and credibility aspects. Another key component is a video documentary that humanizes the GE-Hitachi market message.”

Pratt & Buehl has a history of achieving record-setting results for clients in terms of recognition, response and preference. The firm’s blue chip client list includes brand leaders in automotive, engineering/construction, chemicals, energy, information technologies, logistics and packaging.

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