

**NEWS FOR IMMEDIATE RELEASE**

**Pratt & Buehl Celebrates  
25 Years In  
Business To Business**

ATLANTA, January 28, 2008... “The last twenty-five years has seen the greatest changes ever in advertising. Fortunately, one thing that hasn’t changed is the demand for results” stated Dan Buehl CEO of Pratt & Buehl. Since its inception in 1983 the firm has become globally recognized for its creativity and effectiveness in business-to-business marketing and communications.

The agency was formed by Robert A. Pratt and Dan Buehl. The agency concept is unique, blending high profile creative performers from the great consumer agencies with strategic BtoB marketing and technical talent from industry. In 1999 Buehl purchased Pratt’s stock in the company. At this time Kendall Young, one of the bright creative minds of J. Walter Thompson, joined the firm as president, creative director and principal. Teri Voorhees was named vice president of operations. Today, Pratt & Buehl is the operating arm of P&B Worldwide.

Blue chip clients have been attracted by Pratt & Buehl’s results centered philosophy. This includes global brand leaders such as GE Energy, Georgia-Pacific, Cytex and Yanmar industrial, agricultural and construction groups.

Client campaigns have set records for readership, responses and preferences in the decades of the 80’s, 90’s and to date in 2000’s. These impressive results have stretched across markets such as power and energy, engineering/construction, performance chemicals, automation, process and IT. Benchmarks of the agency’s work have also included pioneering the use of celebrities in business-to-business, like John Madden and high tech author Tom Clancy.

Buehl continued, “The options to reach and influence our clients prospects has grown expeditiously. Strategy, interactive, advertising and public relations are key disciplines in Pratt & Buehl’s integrated brand differentiation solutions. Our proficiency in interactive has translated into it becoming forty percent plus of our business”.

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