



chandler chicco agency

For Immediate Release

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Chandler Chicco Agency Expands Global Network with Partnerships in India and South Africa

NEW YORK, June 19, 2007 – Chandler Chicco Agency (CCA), the world's largest independent healthcare public relations agency, today announced affiliated agreements with Positive Communications, an independent New Delhi-based integrated PR & marketing communications agency, and Desert Moon, a South Africa-based boutique marketing and communications consultancy.

"Healthcare clients are demanding global communications programs with an increasing focus on local support," noted Robert Chandler, co-founder and principal of CCA. "Growing our CCA Global Healthcare Network by adding partners in key markets is just one of the ways we're meeting these clients' needs."

Chandler Chicco Agency's Global Healthcare Network consists of over 20 agencies worldwide that specialize in public relations, corporate and marketing communications. The network delivers both single country and pan-regional campaigns for multinational pharmaceutical and healthcare clients. Adding agencies in India, the 15th largest pharmaceutical market in the world by sales and the fourth largest by volume of product; and South Africa, an area of recent increased focus for many key healthcare clients, allows CCA to provide clients with local support around the world.

Positive Communications is an independent public relations and marketing communications agency, established in 1997, that offers clients creative strategy and innovative 360-degree communication solutions.

Desert Moon Communications provides leading edge, customized communication and marketing solutions and programs to suit the individual needs of clients. It is positioned as a boutique consultancy offering cost-effective creative solutions to business challenges.

Chandler Chicco Agency, *PRWeek's* Agency of the Year and *The Holmes Report's* Healthcare and Specialist Agency of the Year, is the world's largest independent healthcare specialist agency with wholly-owned offices in New York, London, Washington, Los Angeles, and Paris. CCA offers strategic public relations and communications counsel to clients that include hospitals, NGOs, healthcare associations, coalitions, and most of the world's largest pharmaceutical companies.

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