

## PRESS RELEASE

### **Shepard Fox Communications expands its reach into Asia**

#### **Ian Grundy adds Singapore to the global network**

Singapore, January 7, 2009. Shepard Fox Communications is further expanding its reach into Asia, with Ian Grundy from Singapore joining the global network of PR and communications professionals.

Ian has over 20 years experience in international corporate communications. He has held senior positions with the Adecco Group – the world’s largest human resources organization – in Singapore, New York and Zurich, having the responsibility for the Asian and US marketing activities and overseeing global sponsoring partnerships, CSR and PR, respectively.

Ian is an expert in international media relations, brand management, sponsoring, event management, and crisis management. Having begun his public relations career in the late eighties with an advertising and PR firm in the UK, Ian has a passion for new media solutions and practicing hands-on PR.

“I am very pleased to welcome Ian to Shepard Fox Communications. Ian brings a rare wealth of truly international experience in PR and sponsoring to the network, thus enabling it to both greatly expand its expertise and to broaden its offer to Singapore and other Asian markets”, said Axel Schafmeister, Managing Director of Shepard Fox Communications.

Ian runs his own PR firm, Citrus PR, out of Singapore. Citrus is offering public relations services and is also providing sponsorship consulting services – with an emphasis on solutions for companies investing in sports marketing and activation.

For further details, please contact:

Axel J. Schafmeister  
Tel. +41 44 252 0708  
[info@shepard-fox.com](mailto:info@shepard-fox.com)

Ian Grundy  
Tel: +65 83226890  
[ian.grundy@citrus-pr.com](mailto:ian.grundy@citrus-pr.com)