

PRESS RELEASE

Shepard Fox Communications to support Beverage Partners Worldwide, the Coca-Cola & Nestlé joint venture, in international PR

Zurich, July 12, 2012. Swiss-based PR agency Shepard Fox Communications will be supporting Beverage Partners Worldwide (BPW), the 50:50 joint venture of The Coca-Cola Company and Nestlé S.A. which is responsible for NESTEA ready-to-drink tea in Europe and Canada, with a broad range of public relations and communications services.

The services provided by Shepard Fox Communications to BPW Headquarters in Zurich, Switzerland, comprise a vast range of activities across the full PR services spectrum and will be provided in-house as well as through Shepard Fox's Zurich office.

"Shepard Fox's experience in managing international communications for global companies and their ability to provide top-notch services across a wide range of communications areas is a big asset to us", said BPW's CEO Beatrice Guillaume-Grabisch.

"We are delighted to be able to support Beverage Partners Worldwide. NESTEA is a leading consumer brand and BPW's success in building the ready-to-drink tea category is truly remarkable", said Axel Schafmeister, Managing Director of Shepard Fox Communications.

About Shepard Fox Communications:

Shepard Fox Communications was founded 2007 in Zurich/Switzerland and has quickly grown into an international PR agency with outlets in 21 countries across Europe and Asia. The agency specializes in cross-border media relations and communications for companies and organisations, breaking down international campaigns to highly localized approaches to media and other target groups.

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