

FOR IMMEDIATE RELEASE

## **Hill and Knowlton Canada Teams up with Peter Clark of Grey, Clark, Shih and Associates**

**OTTAWA, Ontario – March 15, 2000** – Mike Coates, president and CEO of Hill and Knowlton Canada announced today that Hill and Knowlton has joined forces with Peter Clark, one of Canada's leading trade practitioners.

With more than 30 years of experience in the international trade arena, Mr. Clark brings in-depth technical expertise to Hill and Knowlton's trade policy service on legislative, regulatory and economic developments affecting internal and international commerce in the goods, services and communications sectors. Through access to experts at Grey, Clark, Shih ("GCS"), Hill and Knowlton has broadened and enhanced its scope to address the full range of international dispute settlement, trade remedy, customs and tariff concerns.

Hill and Knowlton's trade policy service uses a multidisciplinary, multi-geographic approach to assist its clients, combining unmatched expertise in trade policy and negotiations with public affairs and strategic communications experience. "This very important addition to our team reflects similar moves by Hill and Knowlton offices in Washington and Brussels to bolster their trade services," said Mr. Coates. "At year end, Torie Clarke, former senior aide to Carla Hills, joined Hill and Knowlton as general manager of the Washington office."

"I'm very pleased to announce our new alliance with Mr. Clark," said Gordon Ritchie, chairman of Hill and Knowlton Canada's public affairs practice and one of Canada's foremost trade specialists. "At present, few industry sectors or businesses have not been impacted by market access disputes and international trade issues. Our combined trade expertise, government relations, public relations and crisis management capabilities offer exceptional value for our clients."

"I'm delighted to be partnering with a firm that boasts some of the most respected public affairs practitioners and strategic counsellors in the country," said Peter Clark. "I am impressed with Hill and Knowlton Canada's excellent reputation, international scope and experience on trade policy matters."

### **About Hill and Knowlton**

Hill and Knowlton Canada is the country's leading strategic communications consultancy, specializing in Advanced Technology, Corporate/Marketing Communications, e-Communications, Crisis & Issues Management, Public Affairs and Health Care.

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According to independent research conducted by the Harris Group in June 1999, Hill and Knowlton placed first among its North American competitors in client loyalty. Hill and Knowlton Canada is a division of Hill and Knowlton Inc., a worldwide leader in public relations with 60 offices in 34 countries.

### **About Grey, Clark, Shih and Associates**

Grey, Clark, Shih and Associates ("GCS") is a full-service multidisciplinary public affairs and international trade consultancy. GCS provides a wide range of trade-related services and strategic advice to Canadian and foreign companies, industry associations and governments. Internationally acknowledged as experts in all aspects of international trade regulatory systems, GCS is also active in a wide range of WTO and NAFTA dispute settlement cases both as counsel and arbitrators.

GCS has associates in Washington, Paris, Tokyo and Brasilia.

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