



**LEADING SWISS COMMUNICATIONS CONSULTANCY  
HIRZEL. NEEF. SCHMID. COUNSELORS  
JOINS GLOBAL AMO NETWORK**

*Adds Important Switzerland Presence to Industry Leading Network of Capital Market, Transaction and Crisis Communications Advisors*

**New York/London/Zurich, October 22, 2007** – AMO, the global strategic and financial communications network, and Hirzel. Neef. Schmid. Counselors, the leading Swiss communications and business consultants, today announced that Hirzel. Neef. Schmid. has joined the AMO network. The addition of Hirzel. Neef. Schmid. solidifies the long-standing working relationship between the two organizations and continues AMO's strategy of partnering only with the best-in-class communications advisors in the world's key financial centers.

With offices in Zurich and Bern, Hirzel. Neef. Schmid. brings together a seasoned management team of senior partners that has advised on some of the most important M&A transactions and IPOs in Switzerland, which include Lufthansa in its merger with Swiss International Air Lines, Zimmer in its contested acquisition of Centerpulse, and Goldbach in its recent IPO. Having advised on 18 M&A transactions worth almost US\$7bn in 2006/2007, Hirzel. Neef. Schmid. consistently leads the M&A league tables in Switzerland by volume and advises nearly one hundred clients, including an important number of the companies listed in the Swiss stock market index.

"We have known and worked with the partners at Hirzel. Neef. Schmid. for several years, and we have long respected their expertise, professionalism and integrity," said James L. Abernathy, Chairman of The Abernathy MacGregor Group and Chairman of AMO. "Our philosophy within AMO is to work only with the top communications advisor in each market, and we are thrilled to partner with the leader in the important financial market of Switzerland."

"At Hirzel. Neef. Schmid., we are committed to providing sophisticated, customized senior counsel to our clients, which is why we value AMO's similar philosophy so highly," said Aloys Hirzel, Co-Founder and Senior Partner at Hirzel. Neef. Schmid. Counselors. "This alliance provides clients of both companies with access to sophisticated communications counsel in multiple geographies, communications disciplines and industry sectors."

"The addition of Hirzel. Neef. Schmid further strengthens AMO's leading role in the German-speaking countries while providing a strong platform for Swiss clients in London, New York, Frankfurt and other global financial centers," added Ralf Hering, Principal Partner at AMO's German affiliate, Hering Schuppener Consulting.

Switzerland is one of the world's largest financial and banking centers and is the global leader in the international asset management business. In addition to serving as the home to a number of significant multinational corporations, such as UBS, Nestlé, Credit Suisse, Novartis, and Adecco, Switzerland has been chosen as the global, European or regional headquarters for many non-Swiss Corporations.



## **About AMO**

Founded in 2001, AMO is the leading global network of best-in-class strategic and financial communications consultancies located in the main financial centers in Europe and the Americas. Providing sophisticated advice in critical situations surrounding M&A and capital market transactions as well as media relations, investor relations and corporate crises, AMO has established relationships with many S&P 500, FTSE 100, Dax 30, CAC 40 and IBEX 35 companies. In 2006 AMO was named Financial Consultancy of the Year by The Holmes Report and is consistently ranked at the top of M&A league tables of financial PR advisers by mergermarket. AMO's 'best in class' philosophy unites local market leaders with an unrivaled knowledge of financial markets and cross-border transactions: The Abernathy MacGregor Group in the U.S., Maitland in UK and Italy, Euro RSCG C&O in France, Hering Schuppener Consulting in Germany, and Llorente & Cuenca in Spain and Latin America.

For more information, please visit [www.amo-global.com](http://www.amo-global.com).

## **About Hirzel. Neef. Schmid.**

Founded in 1997, Hirzel. Neef. Schmid. Counselors is a partnership of leading Swiss communications and business consultants. With offices in Zurich and Bern, the company focuses on high-level top executive advice on Corporate Communications, Financial Communications, Issues and Crisis Management, and Public Affairs. Each of the partners has extensive international, multicultural experience, expertise in communications and crisis management, and an extensive network of personal contacts in business, political, cultural and public sector circles.

For more information, please visit [www.konsulenten.ch](http://www.konsulenten.ch).

## **Contacts:**

For AMO:

Nadine Slater

+1 212 371 5999

[nslater@amo-global.com](mailto:nslater@amo-global.com)

For Hirzel. Neef. Schmid.:

Aloys Hirzel

+41 4 33 44 42 42

[alloys.hirzel@konsulenten.ch](mailto:alloys.hirzel@konsulenten.ch)