

FRESH PROFILE FOR FRESHWATER



Pictured (L-R): Alison Liddy and Leila Cox (both Profile Plus), Iain Reekie (Chairman, Freshwater Scotland), Robyn Glynne-Percy (MD, Profile Plus - white shirt), Kim Maguire, (Account Director, Freshwater - dark hair), Laura Campbell (Profile Plus), Haydn Evans (Finance Director, Freshwater) and Steve Howell (Chief Executive, Freshwater).

Freshwater has today announced the acquisition of a leading Edinburgh PR agency to strengthen its operations in Scotland and build on its specialist market expertise across the UK and Ireland.

Profile Plus is a well established PR agency, based in Edinburgh, specialising in the leisure and lifestyle sectors. The company reported revenue (gross profit) of £320,493 and a profit before taxation of £74,577 in the year ended 30 November 2009, the date of its most recent audited accounts. Clients of Profile Plus include Turnberry, A Luxury Collection Resort, Scotland; Sheraton Grand Hotel & Spa; Drambuie Liqueur Company; Ian Macleod Distillers; and Tourism Ireland.

Freshwater chief executive Steve Howell said: "The acquisition of Profile Plus is another positive step forward that strengthens our presence in the Scottish market, while also strengthening our market position in the UK leisure and lifestyle sector. The acquisition comes at a time when Freshwater is well placed to deliver a strong second half as the group benefits fully from cost savings already implemented and revenue continues to improve."

Profile Plus's team of six will complement the existing Freshwater team based in Glasgow. Managing director Robyn Glynne-Percy who founded the agency in 1997 added: "It is a natural step for us to join forces with a larger group which offers the opportunity for us to increase the depth and breadth of services to our clients, while enabling us to contribute to the wider success of a leading regional PR network."

Freshwater's trading results for the six months ended 28 February 2010 are due to be announced on 17 May.

www.profileplus.co.uk