

**PRESS RELEASE**

Amsterdam, March 6, 2006

**SCAN INTERNATIONAL EXPANDS TO U.S.**

**SCAN International, the multi-national consulting firm specializing in client-agency relations, search and compensation, announces the addition of Joanne Davis Consulting Inc. as the U.S. shareholding partner.**

Clients that SCAN International's partners have represented include: ABN AMRO, Flower Council Holland, Telefónica, Rémy Cointreau, IKEA, Unilever, Renault, L'Oréal and Pernod Ricard. In the past twelve months, SCAN International and its partner companies have handled projects for clients with billings in excess of 1 billion euros.

Joanne Davis Consulting was founded in 2000. Clients have included: Bausch & Lomb, Fidelity Investments, IBM, Jim Beam Brands, Miller Brewing Company, Macy's, Office Depot, Smith Barney and the United States Department of Defense. Additionally, Davis speaks and writes frequently on the subject of client-agency relations and agency search and compensation, is on the faculty of the Association of National Advertisers and a member of the Executive Committee of the Board of Directors of The Advertising Club

Hein Becht, President / CEO of SCAN International, said: *"With the increase in multi-national clients in need of expertise beyond their home markets, we started SCAN International. SCAN International was deliberately created as a joint company rather than a loose affiliation to provide active exchange of insights and in-depth knowledge of local cultures and regional markets for multi-national clients and their agency needs. For the U.S. market, we met with several consulting firms and selected Joanne Davis Consulting because of the quality and professional reputation of the firm as well as its similar viewpoints on best practices."* He added: *"With the addition of Joanne Davis Consulting, we will further develop our network to support international clients around the world."*



Joanne Davis, President Joanne Davis Consulting Inc., said: *“Our firm has always been committed to provide our clients with the best talent and expertise for their marketing communications needs. As more and more U.S. clients have interests beyond the U.S. market, we want to be in the best position to support them with like-minded expertise in Europe and beyond.”* She added: *“Just as SCAN International selected me, I selected SCAN International because the partners and I share the same beliefs in optimizing client-agency relations and high respectful standards for agency search and compensation.”*

SCAN International ([www.scaninternational.com](http://www.scaninternational.com)) was founded in 2005 by three leading consultancies in the field: SCAN Management Consultants (Benelux), Vidéothèque Group (France) and Grupo Consultores (Spain and Portugal). Associate partners and leading in their respective markets are Cherrypicker (Germany, Austria, Switzerland) and The Haystack Group (UK, Eire). Bernhard Adriaensens, former Managing Director of the World Federation of Advertisers, serves as Chairman of the Board of SCAN International.

While actively partnering in SCAN International for multi-national projects, each partner continues to lead his/her local consultancy.

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Note to editor:

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