

PRESS RELEASE

HARKNESSKENNETT SPONSORS PRWEEK'S INTERNAL COMMUNICATIONS AWARD FOR FOURTH YEAR

HarknessKennett is delighted to be once again sponsoring PRWEEK's Internal Communication Award in October 2006. This is the fourth year that HarknessKennett will sponsor the Award.

"We are delighted to be associated with the PRWEEK Internal Communication Award," said James Harkness, partner at HarknessKennett. "The PRWEEK Internal Communication Award is one of the most prestigious in the UK and recognises internal communication programmes that have a direct link to improved organisational performance."

HarknessKennett's current clients include the Abbey, BAA, Marks & Spencer, Nestlé, the Police Information Technology Organisation (PITO) and Vodafone Group

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For further information, please contact Lisa Betteridge or James Harkness on +44 (0) 1483 222730

Notes to Editors:

About HarknessKennett

HarknessKennett is a consultancy working with organisations to support their people through the process of change. The team develops strategies and runs programmes to improve leadership, facilitate change and focus on customers through effective communications. HarknessKennett has a fundamentally different approach in the market, offering teams of only senior communications and change professionals, with both

consultancy and in-house experience, and tailor-made solutions designed to help individuals embrace change and make a real impact on business performance.

Prior to establishing HarknessKennett, James Harkness was European Managing Director of the Change Communication practice at Burson-Marsteller. He was Managing Director and a founding member of Banner McBride, WPP's first start up business which grew into a £3 million business in three years. James's consultancy experience followed five years at the Body Shop International plc, where he was Head of Global Internal Communication.

Lisa Betteridge previously spent four years running her own business, Lisa Betteridge Associates, and prior to that was a founding member of internal communications consultancy, Banner McBride. Previously she spent four years with management consultancy ACG (now Aon Consulting). She joined ACG from Cable & Wireless where she led international internal communications.

HarknessKennett will again be sponsoring this year's PR Week Awards in the category of internal communications.