



KWT GLOBAL Acquires Toronto's Holmes PR

TORONTO – September 4, 2018 – KWT Global, an MDC Partners Inc. agency formerly known as Kwittken, announced today that it has acquired Toronto-based communications agency Holmes PR. The acquisition takes place immediately, and will expand KWT Global's presence in the Canadian market.

In September 1988, Katherine Holmes launched Holmes PR and brings to KWT Global a wealth of experience and relationships. One of the country's premier lifestyle boutique agencies, Holmes PR has many long standing clients including the Art Gallery of Ontario, Aga Khan Museum, AMC Network, Canada's Walk of Fame, Canadian National Exhibition, Cirque du Soleil, Harbourfront Centre, iHeartRadio MMVAs, O'Cannabiz and Grow Up Cannabis Conferences and Expos (Toronto, Vancouver) Scouts Canada, Shaftsbury Films, Sirius XM, Toronto International Boat Show among others.

"For 30 years, Holmes PR has been a source of great inspiration and pride, thanks in large part to the diverse clients we've had the pleasure to work with, and the tremendously talented staff who have contributed to our growth and success throughout the years," said Katherine Holmes, President. "I'm now looking forward to combining our depth of knowledge and resources with the KWT Global team and all that it has to offer. I'm confident that the evident synergies between the two companies will create a dynamic force within our industry."

Holmes will join KWT Global to lead and support the Toronto office along with nine staff.

"KWT has been looking for the right partner to expand our Canadian offering, and we have found it with Holmes PR," says Betsy Cooper, Managing Director, KWT Global. "They have built an excellent reputation in the arts, culture and entertainment industries, with strong Canadian brands, and we believe this is a great complement to our current experience. We are very happy to have them join us as we continue to grow in Canada."

KWT Global entered the Canadian marketplace in 2014, starting with one client — American Express Global Business Travel. The office currently boasts more than a dozen active clients and has won a multitude of awards, including CPRS ACE Awards, IABC OVATION Awards, a Notable Award, and a



shortlist mention at the SABRE Awards.

On August 1, Kwittken, an MDC Partners Inc. agency, announced its name change to KWT Global. The name change reflects the company's exciting evolution as an integrated agency and marks a deliberate shift towards being known as a global brand strategy agency.

About KWT Global

KWT Global is a global brand strategy agency that employs an interdisciplinary, design-thinking approach to marketing and communications. We synthesize the most impactful elements of PR, influencer engagement, social and digital media, and content marketing to help our clients identify and demonstrate their best 'selves.' Headquartered in New York City with offices in London and Toronto, we are a multi-specialist agency serving clients across dozens of industry sectors, including American Express, Amway, Ricoh, Vanguard, Laurel Road, CGI, IRONMAN™, Orangetheory Fitness, Leesa Sleep, frog design, Deloitte, Dataminr, Hisense, Pantone, Park Place Technologies, Quartz and PURE Insurance. KWT Global, formerly known as Kwittken, has been a part of the MDC Partners network since 2010. For more information, visit kwtglobal.com.

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