

Interbrand

Interbrand Names Fred Richards Global Executive Director for Consumer Packaged Goods

New York, NY (December 14, 2010) Interbrand, the leading global branding agency, announced today that Fred Richards, who was most recently Executive Creative Director of North America and Cincinnati, has been named Global Executive Creative Director for Consumer Packaged Goods, effective immediately.

As Global Executive Creative Director for Consumer Packaged Goods, Richards will continue his current duties and will work to leverage and expand his expertise into pivotal regional and global markets.

"I am confident that Fred will be instrumental in helping us to best service global clients and advance our thinking in the area of consumer packaged goods," said Interbrand Global CEO Jez Frampton. "He has been the champion of creative processes and methods that have been instrumental in growing the U.S. packaging business, as well as fulfilling and expanding our commitment to P&G and Wrigley—two of our truly global accounts."

Richards first joined Interbrand 2004 and has worked in the international design industry for more than 20 years, specifically in the Fast Moving Consumer Goods category. He has led Interbrand's creative work for Cascade, Duracell, Aspirin, Charmin, Aussie and Bounty, among others.

"Fred's enthusiasm and passion for design and the creative process is infectious," added Andy Payne, Global Executive Creative Director. "Building on his success, we are excited to extend Fred's current role to allow us to grow and support best practices for these two clients, and others, around the world."

As a sought-after industry speaker at client and industry events, Richards has been profiled in local, national, and international press publications such as *Hot Graphics International*, *Graphis*, *Design Week*, *Communication Arts*, *Brandweek* and *Shelf Impact*. He is a member of the Design Management Institute and holds a degree in graphic design from Salisbury College in England.

About Interbrand

Founded in 1974, Interbrand is recognized for being at the forefront of the dialogue on brands as business assets. Today, Interbrand is among the largest brand consultancies and has grown to include 40 offices in 25 countries. Its combination of rigorous strategy and analytics with world-class design creativity help its clients to create and manage brand value in all market dynamics. It is widely respected for its annual study, *The Best Global Brands*, and for creating a broader platform for the discussion of brands on the Webby-award winning website brandchannel.com. For more on Interbrand, visit www.interbrand.com.

For more information please contact:

Lisa Kline, Global Communications Director
Telephone +212 798 7646
lisa.kline@interbrand.com