

## PR Newswire acquires leading French PR data provider

PARIS, FRANCE/ LONDON, UK: In line with its strategy of providing PR and corporate communicators with the tools to engage their audiences on a global basis, the acquisition of Hors Antenne by PR Newswire aims to significantly strengthen its reach in the European French-speaking markets.



Founded in 1997 by Marylise Fortin, Hors Antenne produces data on more than 500 000 opinion formers, including journalists and media organisations, bloggers, key political and financial stakeholders, analysts and business contacts in France and in French-speaking Belgium and Switzerland.

The high quality and up to the minute data produced by Hors Antenne's 45 Paris-based staff was a primary attraction for PR Newswire and will add significant value to the company's global data provision.

Hors Antenne's data quality is evidenced by the fact that it fulfils the media data requirements of over 90% of France's top 1000 corporates amongst its 1600-plus client base.

### US corporates need to engage audiences globally



"There is an increasing need for US corporates to engage audiences not only in their home markets, but also on a global basis and as France is one of the leading European economies and capital centres, this acquisition will make that engagement a far more valuable proposition.

Allied to this, Hors Antenne's product is fully in line with PR Newswire's aim to offer US organizations the best route to all audience types -including social media and opinion formers for example - as well as to traditional media" said Ninan Chac CEO of PR Newswire.

Marylise Fortin, Hors Antenne's founder, will remain with the business and commented: "The acquisition and integration of Hors Antenne within the PRN group of companies will allow us to support our clients' international communication requirements by bringing together best of breed data."

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