



PMK/HBH AND BNC AGREE TO MERGE

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The Interpublic Group of Companies, Inc.

PMK/HBH, one of Hollywood's biggest celebrity PR firms, is merging with BNC, a corporate PR firm. The new mega PR firm will be called PMK-BNC. Both firms are currently owned by **Interpublic Group**. Not everyone is happy with the plan, however. After an internal memo was circulated at PMK outlining the details, several top publicists left the agency and formed Slate PR. Stephen Huvane, Robin Baum and Andy Gelb joined up with publicist Ina Treciokas to form the new agency and have brought many of their clients with them. The CEO of PMK/HBH, Simon Halls, has also announced his intent to leave the firm but has not yet said where he will go from here.

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