

*Prosper Group/Mark Irion Announcement Release
For Immediate Release*

Mark Irion Joins Prosper Group as Senior Advisor
Irion to Lead the Agency Advisory Firm's Advocacy & Public Affairs Practice

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June 8, 2016, Washington DC – Prosper Group, a leading advisory firm to owners of marketing communication agencies, announced the appointment of Mark Irion as Senior Advisor.

“Throughout Mark’s career he has consistently demonstrated the ability to explosively grow public affairs, lobbying and crisis communication agencies that deliver excellent service for clients and enviable operating margins for the agencies themselves,” Alex Halbur, General Manager of Prosper Group, said. “Mark’s success in navigating firms through leadership transitions and the integration of digital service offerings will further augment the services and talent that Prosper Group can deliver to its clients.” Halbur stated.

Prior to joining Prosper Group, Irion served as President of DC-based Levick, a crisis communication and public affairs firm. While at Levick, Irion helped the firm achieve unprecedented revenue growth over a three-year period. During his tenure, he also engineered the firm’s successful recruitment program, led internal restructuring, and implemented a strategic acquisition strategy.

Additionally, Mark served as CEO of Dutko Worldwide for 17 years where he guided the agency’s growth to annual revenue of \$34 million. He managed the firm through two major transactions, including the sale to a private equity partner, Lake Capital,

and six years later a final exit to a European-based strategic buyer, Huntsworth, LLP. Following the acquisition by Huntsworth, he served as Regional CEO and Global Chair of Public Affairs for Huntsworth's flagship public relations brand, Grayling. There he focused on integrating Dutko and Grayling into a globally unified practice.

"Since Prosper Group's successful completion of the SKDKnickerbocker sale last October, we have experienced a significant increase in the number of engagements with public affairs, lobbying and crisis communications agencies both on the consulting and M&A side of our business," explained David Bosses, Prosper Group's Partner in charge of M&A. "With the addition of Mark to our team, we bring greater capacity to help our clients deliver best-in-class ongoing operating performance and navigation of acquisition, merger and integration strategies and transactions." Prosper Group is in a stronger position than ever to continue serving the needs of public affairs and crisis firms not only in the Washington, D.C. and New York City markets, but throughout the U.S." **About Prosper Group** Alex Halbur, David Bosses, and Larry Kamer founded Prosper Group in September 2014 to bring the expertise of former agency owners and leaders of global agencies to independent agency owners looking for support in charting a course for their future. Prosper Group serves as performance improvement, organizational development and transaction advisors to owners of marketing communications agencies. Prosper Group has offices in New York, Washington DC, Los Angeles, and San Francisco. Additional Information www.prospergroup.net.