

Sodrugestvo Group of Companies Selects Feintuch Communications to Conduct First External Strategic Communications Campaign

NEW YORK and KALININGRAD, Russia, June 23 /PRNewswire/ -- The Sodrugestvo Group of Companies (www.sodrugestvo.com), a fast-growing agro-industrial company headquartered in Kaliningrad, Russia with 18 locations and facilities in seven countries, has appointed Feintuch Communications, Inc. (www.feintuchcommunications.com) as its agency of record.

Founded in 1994, Sodrugestvo is focused on servicing agricultural markets through its specialized infrastructure, dedicated logistics, processing facilities and trading and distribution of selected commodities. In 2009, Sodrugestvo crushed more than 1.1 million tons of soybeans and rapeseed (canola), becoming a leading player in northern, central and eastern Europe. Consolidated sales for the year ending June 30, 2009 are \$845 mil., confirming an average annual growth of 15 percent or more for the last ten years. Sodrugestvo is privately held.

"Sodrugestvo takes pride in its increasingly important role of processing and providing the world with proteins and vegetal oil," said Stephane Frappat, CEO, Sodrugestvo Group. "As we expand our footprint and offerings, we sought out a partner that will help us to tell our story to important global audiences. The Feintuch Communications team understands our vision and has extensive international experience to assist us in this endeavor."

"Sodrugestvo is one of the shining examples of international trade and modern western-style business management that is helping to transform the Russian economy. Just last week, Morgan Stanley issued an update to its emerging-market model with Russia displacing China as the largest developing BRIC country," said Henry Feintuch, president, Feintuch Communications. "We look forward to collaborating with Sodrugestvo in a variety of communication areas including media relations and development of a broad suite of marketing collateral."

The Sodrugestvo program will be managed by Mr. Feintuch in collaboration with Jules Abraham, vice president.

About Feintuch Communications

Feintuch Communications (www.feintuchcommunications.com), based in New York City, is a strategic relations firm with decades of experience in developing and implementing successful public relations programs for emerging companies to non-profits, associations and the Fortune 500. Part of international PR alliance ECP Global (www.ecpglobal.com), Feintuch Communications specializes in B-to-B and B-to-C programs with a focus in technology, financial services, healthcare/life sciences and advertising and media. Its vision is to provide the expert service, experienced counsel and hands-on support that clients need to meet their business objectives.

The company's JumpStart Global Advisors (www.jumpstartglobal.com) subsidiary provides a set of turnkey services that allows start-ups and multi-nationals to enter the U.S. market quickly and efficiently - everything from entity formation, legal, accounting, administrative, HR and recruitment to business development, public relations and broad marketing initiatives to generate inquiries.

SOURCE Sodrugestvo Group
