



StevensGouldPincus is pleased to announce the latest sale transaction it facilitated. Publicis Groupe has acquired 100 percent of Schwartz Communications, the 9th largest independent PR firm in the U.S. with annual revenues approaching \$30 million.

Schwartz will become part of MSLGroup, Publicis Groupe's strategic communications, public relations and events network.

SGP initiated this transaction, introduced the buyer and seller, participated in the negotiations and acted as advisor to Schwartz.

Schwartz is headquartered in Waltham, Massachusetts and was founded in 1990 by Steve and Paula Mae Schwartz. It presently has almost 200 employees in four locations: Waltham, San Francisco, Stockholm and London. The firm presently focuses on three major sectors: technology, healthcare and cleantech. It provides the full range of communications services with emphasis on public relations, social media, digital content marketing and public affairs.

Schwartz will operate under the name Schwartz MSL. Bryan Scanlon, president of Schwartz and Ari Milstein, chief operating officer, will run Schwartz MSL reporting to Jim Tsokanos, president of MSL Group Americas.

StevensGouldPincus is the only consulting firm in the public relations industry that provides both merger and acquisition facilitation services as well as strategic counsel to agency owners on management and operational issues.

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