

SLOANE & COMPANY

Sloane & Company Completes Leadership Transition

Long-time Managing Directors Darren Brandt and Whit Clay to Succeed Founder Elliot Sloane as Co-CEOs

Elliot Sloane to Remain Advisor to Global Corporate Agency of the Year

NY, NY, APRIL 25, 2016 – Sloane & Company said today that it has completed its previously announced leadership transition plan with the appointment of Managing Directors Darren Brandt and Whit Clay to serve as Co-Chief Executive Officers, effective immediately. Brandt and Clay succeed founder Elliot Sloane who will continue to advise the firm and a number of clients going forward.

Elliot Sloane commented, “I am proud of the world-class communications firm we have built at Sloane & Company – one widely acknowledged as a leader in public relations, investor relations, crisis, public affairs and high-stakes transaction work. The credit goes to all the very talented and dedicated professionals who have put their clients first and set the standard for service and excellence. We work with some of the most important, blue chip, valuable, ethical and dynamic companies, executives and organizations in the world. As a leadership team, we have been working toward this for some time, and with the momentum of a series of record years and even stronger performance through the first quarter of 2016, there could be no better time for my talented colleagues to take the helm.”

Darren Brandt commented, “We are excited for the opportunity to build-on a very strong legacy at Sloane & Company. As founding partners in the firm, we hold in great regard what we have built and the formula for such achievement. We are encouraged to

lead some of the very best communications professionals in the industry and excited that the road ahead will provide even greater opportunity for our team.”

Whit Clay added, “This is a time of real change in the strategic communications business and we are more focused than ever on how we adapt to better serve our clients and positively impact their businesses. We have a great team in place that are among the smartest and most talented group in the public relations industry. We are very confident and enthusiastic about the future and the partnership we have with MDC Partners. As Elliot transitions from his role, we thank him for his strong leadership and appreciate his hard work, encouragement and support over nearly two decades of working together.”

“On behalf of MDC Partners, I want to thank Elliot for his leadership and commitment to making Sloane & Company the exceptional communications firm it is today,” said MDC Partners Chairman and CEO Scott Kaufmann. “Darren and Whit are proven leaders, who alongside Elliot have grown a talented team and are poised to build substantially on the agency’s success. I am pleased that these long-time partners will put their own entrepreneurial stamp on the continued growth of the company, while staying true to the core strategic and creative tenets of the firm and its deep commitment to its talent and clients.”

Other members of Sloane & Company’s senior management team include Managing Directors John Hartz, Josh Hochberg, Nevin Reilly and Dan Zacchei and Senior Vice Presidents Erica Bartsch and Emma Post.

About Sloane & Company

Founded in 1998, Sloane & Company is an industry-leading strategic communications firm focused on Corporate Communications, Media Relations, Investor Relations, Crisis Communications and Issue Management, Shareholder Activism and Proxy Contests, Transaction Support and Public Affairs. The

firm's senior leadership is actively involved in all aspects of client work, utilizing a deep understanding of the media, capital markets, and global political and social issues to build, enhance and execute communications strategies. Sloane & Company was recognized by The Holmes Report as the 2015 U.S. and Global Corporate Agency of the Year; and Crisis Agency of the Year in both 2012 and 2010.

About MDC Partners Inc.

MDC Partners is one of the fastest-growing and most influential marketing and communications networks in the world. Its 50+ advertising, public relations, branding, digital, social and event marketing agencies are responsible for some of the most memorable and engaging campaigns for the world's most respected brands. As "The Place Where Great Talent Lives," MDC Partners is known for its unique partnership model, empowering the most entrepreneurial and innovative talent to drive competitive advantage and business growth for clients. By leveraging technology, data analytics, insights, and strategic consulting solutions, MDC Partners drives measurable results and optimizes return on marketing investment for over 1,700 clients worldwide.

For more information about MDC Partners and its partner firms, visit www.mdc-partners.com and follow us on Twitter: <http://www.twitter.com/mdcpartners>.

###

Roger Sauerhaft for Sloane & Company
rsauerhaft@sloanep.com
212-446-1876