



**For immediate release  
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## **Investment in Precise a further step in building leading presence in UK public affairs**

College Hill announces that it has invested in Precise Public Affairs, the renowned public affairs consultancy led by former Public Affairs News Consultant of the Year Robbie MacDuff and Chris Lowe. Robbie is current Chairman of the Association of Professional Political Consultants, a position also held formerly by College Public Policy Managing Partner Warwick Smith.

Precise will merge with College Hill's existing public affairs practice College Public Policy, led by Warwick Smith and in which Robbie and Chris will be Partners.

**"Robbie and Chris are key players in the UK public affairs industry and it is a delight to work with them,"** says Smith. **"The fit between the two teams is excellent and further extends the range of expertise we can make available to our clients."**

MacDuff and Lowe established Precise Public Affairs in January 2002. They see the move as a natural development, commenting, **"This combines two complementary sets of experience: we are already working together to the benefit of our clients. Combined with the wider skills being built around the College Group, we are excited to be part of the pre-eminent new force in UK public affairs."**

College Hill Chairman Alex Sandberg and Group Chief Executive Richard Nichols added: **"Precise has a tremendous reputation and we are delighted they have joined us. Together with the investment we made in Communiqué last year, we are proud to be building a leading UK presence in a practice area that is increasingly important to our clients, both in the UK and internationally."**

### **ENQUIRIES:**

**College Public Policy**  
Warwick Smith

**+44 20 7457 2020**

**Precise Public Affairs**  
Robbie MacDuff  
Chris Lowe

**College Hill**  
Alex Sandberg

### **Notes for Editors**

#### **About College Hill**

College Hill is a growing international business communications consultancy with offices in Europe, China, India, South Africa and the United States. College Hill's wide range of complementary practices provide advice to clients around the world on communicating with their principal stakeholders. Areas of expertise include financial public relations and investor relations, with specialist industry sector teams; corporate public relations; public affairs; branding; financial reporting and digital; risk and crisis management; employee engagement and strategic research consultancy. See [www.collegehill.com](http://www.collegehill.com).