



## GREENE KING PLC APPOINTS CAPITAL MSL

London, 15 November, 2011: Greene King PLC, the FTSE 250 pub retailer and brewer, has appointed Capital MSL as its retained financial PR advisor.

Capital MSL will assist the company with its ongoing corporate and financial communications, and the account team will be led by Steffan Williams, Managing Director and co-founder of Capital MSL.

Steffan Williams said today: "We are delighted to be appointed by the country's leading pub retailer and brewer, with a heritage that stretches back more than 200 years. Capital is looking forward to helping the company communicate its growth story as it expands its branded retail estate and consistently delivers industry-leading customer value, service and quality across the business."

- Ends -

For further information, please contact:

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### **About Capital MSL**

Capital MSL is an international corporate and financial communications consultancy. The firm offers corporate and financial public relations, investor relations and capital markets transaction support to a range of ambitious, international companies.

MSLGROUP is one of the world's top 5 PR and events networks and provides clients with speciality communications, PR and events advice and execution. With more than 3,000 employees, its offices span 22 countries and cover virtually every discipline required for clients to engage creatively with their audiences 24 hours a day. Adding affiliates and partners into the equation, MSLGROUP's reach increases to 4,000 employees in 83 countries. The group offers clients strategic advice, insight-guided thinking and big, compelling ideas - followed by thorough execution. MSLGROUP is Publicis Groupe's flagship PR and Events network.