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New Chapter for PDD

Press release issued 2 December 2009

Following completion of a management buy-out, control of PDD, the award-winning product and service innovation consultants, will pass to the current Board comprising Alun Wilcox, Graham Lacy, Jamie Buckley, Karsten Fischer, Tim Court and Vassilios Kanellopoulos.

PDD founder Paul Pankhurst, who is stepping down as Chairman comments: 'I am looking forward to the next chapter in PDD's history and feel the team and the time is right for change'. Pankhurst, who will be pursuing other opportunities, will remain a non-executive director and minority shareholder.

Karsten Fischer, MD: 'This is a very exciting opportunity for the Board to capitalise on three decades of successful product and service innovation helping clients to translate business challenges into commercial successes. PDD has long been at the forefront of innovation. Our experienced team will build on the proven end-to-end skills, knowledge and relationships needed to develop products and services for our clients. It is the successful integration of the diverse activities performed by our team of talented planners, researchers, designers, engineers and model-makers which sets PDD apart.'

- ends -

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About PDD

Founded in 1980 and based in London, PDD provides integrated design and innovation skills and works with organisations worldwide to develop novel products and services that drive revenues and create competitive advantage.

PDD is an award winning consultancy, collecting eight awards in two years, certified to ISO 13485 medical quality assurance and quality assured to ISO 9001. Clients in 24 countries include Orange, LG, Baxter, Nestle, GlaxoSmithKline, Ford, Gillette, Samsung, Vocollect and Merck Serono.

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