

## **CONTEXT AMERICA STRENGTHENS NEW YORK OFFICE**

### ***SENIOR VICE PRESIDENT, JAYCEE PRIBULSKY, BRINGS MORE THAN 15 YEARS OF EXPERIENCE IN PUBLIC, PRIVATE, AND NGO SECTORS TO THE GROWING NEW YORK OFFICE***

NEW YORK — December 2009. Sustainability strategy and communications consultancy Context today announced the addition of Jaycee Pribulsky as senior vice president of Context America.

This appointment reinforces the firm's strategy of expanding its presence to address the growing demand for sustainability services in the U.S.A.

Pribulsky will be responsible for partnering with organizations to develop, implement and communicate their corporate sustainability efforts.

The former head of Waggener Edstrom Worldwide's corporate responsibility group brings over 15 years of experience managing strategic program development, stakeholder engagement, and corporate responsibility reporting, communications and performance management.

"Jaycee brings tremendous experience in helping organizations create, execute and communicate sustainability initiatives," said Peter T. Knight, President of Context America. "Jaycee shares our passion for helping our clients understand and profit from sustainability," he said.

Before joining Context, Pribulsky served as vice president of corporate responsibility for Waggener Edstrom Worldwide, a global, integrated communications agency. Previously, she served as vice president of international community relations at Citi where she spearheaded international community relations to secure Citi's leadership position and grow brand recognition in fast-growth emerging markets including Brazil, China, India, Poland, Russia and Turkey.

Before her role at Citi, Pribulsky served as manager of community affairs at United Technologies Corporation, where she implemented programs to increase the corporation's profile on corporate responsibility.

Jaycee began her career in the Clinton Administration first at the U.S. Agency for International Development and later in the White House managing initiatives, events and programs for both President Clinton and the First Lady.

Pribulsky's responsibilities at Context America will include serving as senior contact to clients on sustainability and corporate responsibility issues; analyzing global and regional social, economic and environmental trends;

and helping drive strategy and business development efforts for Context America.

Pribulsky holds an MBA from Columbia Business School and a bachelor of arts in French and public communications from American University.

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