



McKenna Townsend
public relations

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**MCKENNA TOWNSEND PR RIDES WAVE OF SUCCESS WITH WILLIAMS
PERFORMANCE TENDERS**

The world's leading jet tender specialists, Williams Performance Tenders has appointed McKenna Townsend PR to manage the world launch of its new Turbojet 505D at the PSP Southampton Boat Show 2009.

Having developed and manufactured the world's first 4-stroke jet tender, Williams is internationally renowned for its superb Jet and Turbojet™ range of tenders and has tie-ups with many leading yacht builders including Princess, Fairline, Sunseeker and Pershing. Founded in 2004 and based in Oxfordshire, the company employs 33 staff and is supported by a team of factory trained engineers in fourteen European locations. The company is also represented in key worldwide markets such as Australia, Dubai and North America.

Mathew Hornsby, Joint Managing Director of Williams, said: "We are really pleased to be working with McKenna Townsend PR to launch our latest turbojet tender. The craft is a culmination of five years of specialist jet tender research and development and marks the next generation of Williams' tenders.

"This is a very exciting time for Williams and we wanted a PR agency who demonstrates an energy to deliver results. We are also delighted to be able to benefit from the McKenna Townsend PR team's expansive marine experience."

Matt McKenna, Managing Director at McKenna Townsend PR, said: "Williams has built a fantastic reputation in the marine industry since it was founded five years ago and we are delighted to have been appointed to handle the PR for the launch its new RIB at the PSP Southampton Boat Show. The pioneering craft is a progression of the design excellence and practical attention to detail that has become synonymous with the Williams' tender range and we are looking forward to communicating this to the marine market."

The win continues the rapid expansion of the Ringwood-based agency which has seen fantastic growth over the last 12 months. The company was recently named '*One to Watch*' in 2009 by leading UK PR industry publication *PR Week*, as part of its annual industry review and league table of the UK's leading PR firms. Based on UK revenues, McKenna Townsend PR ranked number 121 out of 150 PR agencies in the UK, moving up 22 places. It also secured its spot as **Number One PR Agency in Hampshire and Dorset** and joined the rankings for the Top 50 consumer PR agencies in the UK, for the first time.

As one of the South's leading PR agencies, McKenna Townsend PR runs campaigns ranging from regional programmes for Dorset Safety Camera Partnership, and WestQuay and The Oracle shopping centres to national and pan-European support for Fujitsu Services and the SUBWAY® chain the world's largest sandwich chain.