

27th October 2011

B Capital appoints Living PR to raise awareness

Living PR has been appointed to represent B Capital as its retained agency to raise awareness and profile of the company in both the UK and Switzerland.

B Capital is a boutique private bank which was launched in 2008 by Managing Director Lorne Baring. Prior to this, Mr Baring was heading up the Europe (Offshore) business at the Swiss banking division of Barclays. With a vision to propose increased liquidity and heightened transparency for high net worth clients, B Capital's offering includes banking, credit, investment and trust services.

Hannah Gilmore and Susanna Robinson will be leading the account and will work closely with B Capital covering both the UK and Swiss markets.

Commenting on the appointment, Mr Baring said: "Now, more than ever, is an important time to create awareness of our offering and by appointing Living PR, who demonstrated a clear understanding of our business, this will help further raise our profile to new and potential clients."

- Ends -

For more information on B Capital, please contact:

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