

Ex-ICSTIS Hire Coup for UK Premium Rate Association

Submitted by: PRA Ltd (Premium Rates Association)

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CORRECTION

For your information we would like to point out that the release below which was originally posted on Friday 10 September was issued without relevant contact details. We would like to resubmit this release with errors amended for your information and amendments as appropriate. We apologise for any inconvenience this may have caused.

Ex-ICSTIS Hire Coup for UK Premium Rate Association

The Premium Rate Association, the UK premium rate services industry's key trade association, today announces the appointment of Catherine Gerosa in the role of Principal Administrator.

With 12 years of experience working for ICSTIS, the premium rate services regulator, Catherine's appointment reflects the organisation's desire to increase its voice within the industry. At ICSTIS, Catherine was responsible for a team of complaint handlers as well as managing the customer helpline. Dealing with potential Code breaches, as well as being involved in policy work and Code upgrades means that Catherine joins the PRA with an extensive knowledge of the industry, its operation and regulation.

Suzanne Gillies, Chief Executive of the PRA, says "Having Cathy onboard signals a positive move forward for the organisation and its industry members and we are delighted to welcome her to the PRA. We are confident that her skills and knowledge will be an asset to the association's members and the industry itself."

The Premium Rate Association (PRA) was established in September 1997. It is a membership driven organisation dedicated to the present and future development of the premium rate industry in the UK.

www.praltd.co.uk.

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About the Premium Rate Association

The Premium Rate Association (PRA) is the trade association for the UK premium rate industry. PRA provides the ability for members to network between themselves to the benefit of the industry and their companies. The PRA works on various industry issues and consultations and deals with major industry changes. The PRA also ensures that industry views on such matters are properly represented to the various bodies concerned with Premium Rate Services.

PRA members comprise of a mixture of Network Operators, Service Providers, Information Providers, publishers, equipment manufacturers and other bodies with an interest in the premium rate industry.

The PRA aims:

- To promote and secure the long-term interests of the domestic premium rate industry, whether that is

telephone or Internet based.

- To ensure that domestic premium rate services are managed in a manner, which respects the interests and rights of consumers.

- To provide a professional body to represent the membership of PRA within the industry.

- To provide a membership forum for the collection, distribution and exchange of essential information.

<http://www.praltd.co.uk>

Media Enquiries / Further Information

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