

# Press Release

## New appointment strengthens management team at UK subsidiary of Crown Castle International

3rd Feb 2004

**Warwick, 3rd February 2004** - Crown Castle UK Limited has announced the appointment of Rita Dora as its new director, human capital.

Rita is responsible for overseeing the company's recruitment, development, performance management, and reward programmes.

Rita previously worked in various operational and strategic roles within the Royal & Sun Alliance Insurance Group (R&SA). Most recently, Rita was chief people officer at Sequence (UK) Ltd, R&SA's corporate Estate agency, and sat on the board that implemented a major change management programme. This programme involved retraining two thousand staff, harmonising terms and conditions, and implementing new reward, and performance management strategies.

Peter Abery, Crown Castle UK's president and managing director, said: "We are very pleased to welcome Rita to Crown Castle. I believe her experience and background will enable her to make a significant contribution to our success. Her appointment reflects the importance we place on recruiting the right people."

Rita Dora, commenting on her appointment, said: "I'm excited by the prospect of working at Crown Castle. The company's reputation for operational excellence is built on its most valuable asset, its people. I look forward to working with them to ensure the company continues to improve its services to customers."

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