

## **Account News in Brief (April 20, 2009)**

DENVER—MGA Communications has added two new clients. For the Colorado Department of Transportation, MGA has managed content revisions, designed and produced a 2008 Office of Transportation Safety & Traffic Engineering Branch Annual Report. For the Early Childhood Education Association of Colorado, a non-profit organization dedicated to providing support and guidance in the management and administration of child care centers, MGA provided media relations, social media, event planning and execution, and legislative support to ECEA to prevent state budget cuts to early childhood education programs.

ATLANTA—InQuickER has selected Trevelino/Keller Communications Group to launch the company nationally and build out its brand recognition in three initial markets—Georgia, Alabama and Florida—as it pursues national recognition as a first mover. Headquartered in Atlanta, InQuickER offers an online check-in system allowing emergency medical patients to bypass their hospital’s emergency department waiting room. Trevelino/Keller will launch a media relations and social media strategy at the national and local levels, reaching out to mom and parent groups, neighborhood associations within hospital trade areas and working in partnership with hospitals to communicate the hospital’s immediate competitive advantage in their respective marketplaces.

MIAMI—rbb Style Group, the fashion, art and lifestyle division of rbb Public Relations, has been named agency of record for DuMi Shapewear, the innovative line of sexy, feminine underpinnings that offer shaping, sculpting and lifting. rbb Style Group will develop and implement a comprehensive public relations campaign for DuMi Shapewear, encompassing a wide range of brand awareness, media outreach, product placement and consumer targeted initiatives. rbb Style Group director Cece Feinberg will lead the agency team.

DENVER—Volume Public Relations has added new clients including: American Energy Resources, a leading independent oil and gas company based in Colorado Springs; Faction Media, a full-service business-to-business marketing agency specializing in digital and search engine marketing; JuicedHybrid.com, a company that supplies accessories and add-ons for hybrid automobiles; WebSafety.com, a developer of software designed to protect children from the dangers posed through cell phones; Auto-trol Technology, an international software and services organization serving aerospace, defense, oil and gas and transportation organizations; and The Alternative Board, an international business coaching franchise that provides hands-on business consulting efforts for small business owners.

DENVER—SSA Public Relations has been selected by TeleTech, a leading global business process outsourcing company, as its agency of record. SSA will deliver strategic

domestic and international communication services to raise awareness of the TeleTech brand and its customer management and enterprise management solutions. According to Nancy Metzger, vice president of global marketing, “We chose SSA Public Relations based on its extensive experience in the BPO and communications sectors. Its savvy team will utilize its industry expertise, strategic outreach and targeted messaging to connect TeleTech with our target markets.”

LOS ANGELES—JS<sup>2</sup> Communications has signed the first four clients to its project practice, PProject JS<sup>2</sup>: Rare Concepts Group, a company dedicated to creating unique, edgy and “rare concepts” restaurants; Maggiano’s Little Italy, an authentic, Italian-American restaurant chain; Margo’s Bark, a manufacturer of micro-brewed root beer that dedicates 100 percent of its profits to animal shelter dogs; and Karlin+Pimsler, an advertising boutique that specializes in developing transformational DRTV commercials.

GREENWICH, CT—Lisa Lori Communications has been selected as agency of record by W.J. Deutsch & Sons to represent HobNob wines. LLC has also been selected as agency of record for the launch of new gardening company The Best @DianneB. The firm will be providing public relations support for both companies including consumer outreach, social networking, special events and promotional outreach.