



EIGHT LEADING PR AGENCIES FORM *CONVERGE*[™], A NEW NATIONAL NETWORK

CONVERGE Offers Enhanced Reach, Local Resources and Specialized Counsel

NEW YORK, NOVEMBER 6, 2006 – Eight leading strategic communications firms with dominant market positions and notable client portfolios today unveiled a new agency network that will offer clients national reach, in-market resources and highly specialized public relations expertise on-demand. Called *CONVERGE*[™], the network brings together market expertise and a shared business philosophy of some of the country's most respected mid-size agencies. The new network includes: 360 Public Relations/Boston, Carmichael Lynch Spong/Minneapolis, Duffey Communications/Atlanta, M Booth & Associates/New York, rbb Public Relations/Miami, The Rogers Group/Los Angeles, Stanton Communications/Washington, D.C., and Vollmer/Texas.

“*CONVERGE* will deliver the accessibility, flexibility and scalability of specialized counsel, as well as the contacts and geographic reach that client’s appreciate,” said Margi Booth, president, M Booth & Associates. “This is a select group of like-minded agencies, doing great work on their own, joining together to provide clients with even more powerful, value-added services and results.

CONVERGE members have the ability to tap the network for finite projects or longer-term counsel, based on the client’s needs. Many *CONVERGE* members have prior working relationships, and several have recently joined forces to offer clients seamless, enhanced services and results. Some examples include:

- In-market expertise to help a client expand geographically, rbb Public Relations and Duffey Communications for Starbucks;
- Competitive news gathering, Duffey Communications and Stanton Communications for an unnamed client; and
- Specialty expertise in Hispanic Marketing, Carmichael Lynch Spong and rbb Public Relations for Clorox.

The network incorporates specialist agencies in branding, community relations, corporate positioning, crisis communications, event marketing, investor relations, media relations, media training, multicultural marketing, non-profit communications, public affairs, and social marketing.

Expertise among the member agencies ranges across industries: automotive, beauty & fashion, consumer electronics, education, entertainment, energy & environment, financial services, food & beverage, government, health care, home goods, outdoor & leisure, packaged goods, real estate, retail, technology, telecommunications, toy & hobby, transportation, and travel & tourism.

“Our plan is to couple the best in mid-size agency creativity and flexibility with the geographic reach and in-depth resources of larger firms,” said Ms. Booth.

The *CONVERGE* network was custom-designed by its founding members to create a nimble organization unfettered by process. The network functions will be handled by senior leaders at member firms to increase the value of the network to member-agency clients. In addition, member firms will share best practices with member agency clients and staff.

About *CONVERGE*

CONVERGE[™] is a national network of strategic communications firms, each selected for their reputation for excellence, dominant market position and notable client portfolio. This geographically diverse network delivers national reach, on the ground local resources and highly specialized public relations expertise on-demand. Founding *CONVERGE* firms include 360 Public Relations (Boston), Carmichael Lynch Spong (Minneapolis, New York, Chicago, Denver and San Francisco), Duffey Communications (Atlanta), M Booth & Associates (New York), rbb Public Relations (Miami), Stanton Communications (Washington D. C., Baltimore and New York), The Rogers Group (Los Angeles) and Vollmer Public Relations (Houston, Dallas, Austin and New York).

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