



PUBLIC RELATIONS LLC

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**360 PUBLIC RELATIONS EXPANDS SOCIAL MEDIA PRACTICE, MULLIN
PROMOTED TO DIGITAL MEDIA MANAGER**

BOSTON, MA (August 16, 2007) – 360 Public Relations today announced the promotion of Elicia Mullin to Digital Media Manager, deepening the agency’s focus in the area of social media and online public relations. In this newly created position, Mullin will work across account teams to maximize online opportunities for 360PR’s clients. The agency has already conducted numerous online campaigns with great success and offers a full suite of online services to clients, including online community building, online video and podcast production and distribution, microsite development and promotion, blogger briefings, real-time monitoring and more.

“Elicia’s been immersed in social media since joining the agency in 2004 and formalizing her role as digital media manager enables us to leverage that expertise across clients,” said 360 Public Relations Managing Director Laura Tomasetti. “We see opportunities for all clients online – food, travel, parenting and entertainment. For some, it’s a way to extend the reach of a campaign. For others, it’s the core vehicle to connect with their target audience and create word-of-mouth.”

Mullin gained much of her online experience working on video game launches in 360PR’s Entertainment & Lifestyle practice group. “Learnings from campaigns in the video game space can be easily applied to other consumer products and services – whether you’re a gamer, a foodie or a parent, you’re an enthusiast and there are social networks, blogs and online video sites to reach and engage you online,” explained Mullin. “The key is to be in the right places with the right content and execution.”

Prior to joining 360 Public Relations, Mullin was in marketing for Semaphore, Inc., a retail merchandising, design and consulting firm. She is a graduate of Emerson College and lives in Newton, Mass.

360 Public Relations LLC™ is an award-winning, full-service public relations agency. The agency’s primary practice groups include Food & Family, Entertainment & Lifestyle, Online & Travel. 360PR is based in Boston and is a member of Converge, a national network of leading, independent PR firms. For more information, visit www.360publicrelations.com.

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