

NEWS

For Immediate Release

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Five Leading Independent PR-IR Firms Create Innovative Internship Program in NYC

NEW YORK, March 13, 2008 –As the media and financial capital of the United States, New York City is the mecca for college students seeking public and investor relations internships and the chance to experience agency life. To give interns the broadest range of experience, five leading independent agencies based in New York City have formed a joint internship program: Public Relations Internship Summer in Manhattan (PRISM).

Anreder & Company, Bridge Global Strategies, Herman and Almonte PR, Lotus Public Relations and The Marino Organization will give interns the opportunity to attend weekly PR lectures and embark on learning field trips throughout Manhattan. The program also provides opportunities for interns to work together a few hours each week on a *pro bono* PR project for a worthy non-profit organization that could otherwise not afford high level public relations.

Interns will learn with veteran PR and IR professionals and fellow students in an environment that encourages creative input. The program is intended to provide the interns with a sense of involvement and project ownership in conjunction with their regular agency duties.

“Talented interns crave hands-on work experience that will give them a real taste of client-focused PR and IR, and that’s what the five firms want to give them,” explained PRISM founder Lucy Siegel, CEO of Bridge Global Strategies. “Combining our diverse expertise, we’ll provide them with a broad range of experiences, and exposure to the profession. An added benefit is being able to enjoy the camaraderie found in a large firm experience.”

The five firms will provide weekly lectures and field trips, including working with the interns on the *pro bono* PR project. The program will last for nine weeks, starting June 2nd.

For information about internships at any of the individual firms, contact that firm directly. To find out more about the internship program, contact Lucy Siegel at 212-583-1043 or lsiegel@bridgeny.com.

About the PRISM Firms

Anreder & Company.: Founded in 1990, Anreder & Company is a leader in providing corporate strategic investor relations, public relations and crisis communications services. The company, with offices in New York and Los Angeles, offers a complete array of services to publicly traded companies that want effective Investor Relations programs. It also assists

public and private companies, investment banks, private equity investors, hedge funds and mutual funds with all their corporate public relations needs, counsels senior corporate executives on sensitive investor and public relations issues, and is known for its crisis management capabilities. For more information, visit www.anreder.com.

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Bridge Global Strategies: Bridge is a strategic communications and PR firm dedicated to helping clients make links to customers, consumers, communities, the media and other key constituencies — the foundation of any organization's success. Bridge has a special flair for helping multinational companies in the U.S. market communicate across cultures. Bridge helps launch and re-position companies and products and develops strategies and programs to build and manage corporate reputations and brand visibility. The company is a founding member of PR Boutiques International, the international network of boutique PR firms (www.prboutiques.com). For more about Bridge, visit www.bridgeny.com.

Herman & Almonte Public Relations: HAPR is a division of privately-owned integrated marketing communications agency Herman Associates. Using the power of PR to build and maintain brand awareness, HAPR has played a key role in successfully launching new companies and trade associations, and made major contributions to successfully introducing a variety of products and services. HAPR has extensive experience in marketing, journalism, travel & tourism, corporate communications, technology, and not-for-profits. The company is attuned to today's multi-media communications environment, and the latest technology for disseminating news. For more information, visit www.herman-almontepr.com.

Lotus Public Relations: One of the fastest growing boutique agencies in New York, Lotus Public Relations takes a laser-like focus in helping clients to use public relations to drive sales and revenue. Lotus staff members are passionate about molding the right messages, motivating the media and moving the marketplace in the industries we serve. Our team excels at driving growth for a diverse group of clients that includes high tech venture-backed start-ups, professional service firms and publicly-traded market leaders. In addition, Lotus plays an invaluable role as a partner to international companies seeking to establish their presence in the U.S. Join us at www.lotus-pr.com to learn more.

The Marino Organization: TMO is a full-service PR agency that creates and implements customized communications strategies for corporations, trade associations, institutions, not-for-profit organizations and community and economic development organizations. Corporate clients' fields include real estate, architecture and construction, media and business publishing, tourism and entertainment, business services, energy services, law, consumer goods and financial services. TMO provides expertise in media relations, strategic counsel, community affairs, government affairs, integrated marketing, corporate communications, crisis communications, message development and media training, and event management. For more information, visit www.themarino.org.