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MSR COMMUNICATIONS WINS TWO COVETED BULLDOG REPORTER AWARDS

San Francisco-Based Boutique Firm Recognized for Creating and Executing Superior PR Campaigns: 'Response to Breaking News' and 'Banking/Financial Services'

SAN FRANCISCO, CA – April 14, 2008 – MSR Communications® (www.mscommunications.com), an independent public relations firm specializing in providing communications management services for technology, B2B and consumer lifestyle companies announced today that it has received two prestigious *Bulldog Awards* for 'Excellence in Media Relations and Publicity' from media industry pundit *The Bulldog Reporter*. MSR Communications was awarded Gold and Bronze *Bulldog Awards* for the 'Best Response to Breaking News' for work conducted on behalf of its client Ariba and for the 'Best Investment Banking and Financial Services Campaign' for results garnered on behalf of Obopay.

"The *Bulldog Awards* are the preeminent public relations awards selected exclusively by top journalists," said Mary Shank Rockman Principal and CEO of MSR Communications. "Among the thousands of entries submitted, MSR was revered with two awards that showcase the firm's ability to creatively and strategically develop and execute PR campaigns that garner extraordinary results for our clients."

MSR received the Gold medal for the 'Best Response to Breaking News' for its on-going, issues-based campaign created for spend management client Ariba. MSR identified hot-button issues that provided opportunities to position Ariba spokespersons as experts and inserted them into national

news stories that normally would not have been associated with the supply chain vendor such as the recall of toys and tainted food coming from China.

“We had to think outside the box and at the 3,000 foot level to strategically position Ariba’s solutions as a consumer issue, rather than a technology campaign,” Shank Rockman said.

MSR secured Ariba media placements in top-tier publications nationwide and repositioned the company by generating awareness of product safety and demonstrating the need for its services and products.

MSR also received the Bronze medal for ‘*Best Investment Banking and Financial Services Campaign*’ for the remarkable results it garnered on behalf of Obopay, the nation’s first comprehensive mobile payment service. MSR used consumer case studies to demonstrate the simplicity of the service to a broad audience.

“Our focus was to get the message in a way that was compelling,” said Shank Rockman. “We used the stories such as ‘how the Obopay technology enabled a mother to transfer money to her son at college through mobile devices’ and viscerally demonstrated how much easier the product made people’s lives.”

MSR secured Obopay coverage through the *Associated Press* and placement in other top tier publications such as *The Wall Street Journal* and *Business Week* to demonstrate industry buy-in and to position its client as the leader in the mobile payment marketplace.

About MSR Communications

MSR Communications is an independent public relations firm that offers a unique brand of creative intelligence and superior communications management services to technology, B2B and consumer lifestyle companies. The firm has practice areas in media and analyst relations, speaker placement programs, corporate positioning and messaging, digital marketing communications, and crises and reputation management. Based in San Francisco, MSR was named one of the Top 5 Small PR Firms in the nation in 2008. For more information, please visit www.msrcommunications.com or call (415) 989-9000.

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