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DICTIONARY.COM TAPS MSR COMMUNICATIONS TO PUT THE WORD OUT

San Francisco PR Firm Selected as Agency of Record for Leading Online and Mobile Dictionary

SAN FRANCISCO, CA – July 6, 2010 — MSR Communications® (www.msrcommunications.com), a [public relations firm](#) specializing in providing [communications management](#) for [technology](#), B2B and consumer lifestyle companies, today announced it has been named PR agency of record for Dictionary.com (www.dictionary.com), the leading online and mobile dictionary.

With over 50 million unique visitors monthly and more than 10 million mobile apps downloaded, Dictionary.com is the #1 destination for real-time word discovery on the web and on the go. Dictionary.com's language reference products and services turn vocabulary expansion into an interactive experience in which people explore words "in the moment" in fun, meaningful ways.

"MSR has helped us hone our strategy and set our tone as we elevate our presence in mobile and other markets," said Shравan Goli, President, Dictionary.com. "MSR has already garnered significant coverage for Dictionary.com highlighting our insight and products, as well as our milestone of 10 million mobile app downloads, in key outlets and syndicates such as Reuters."

MSR was selected by Dictionary.com to elevate its leadership position as the most trusted reference source. The firm will target mobile, technology, business and consumer lifestyle media and bloggers to further establish Dictionary.com as the premier online and mobile authority on word-meaning, discovery and related consumer behaviors.

"We are very excited to work with such a coveted brand as Dictionary.com that is recognized worldwide for its contributions to educational, social and work-related self-improvement," said Mary Shank Rockman, Principal and CEO, MSR Communications. "With the continuous growth of its Internet and mobile applications, Dictionary.com has emerged as an industry leader and we are thrilled to help take their brand to the next level."

About MSR Communications

MSR Communications is an independent public relations firm that offers award-winning 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, social media and digital marketing communications; and crises/reputation management. Based in San Francisco, CA, MSR was named one of the 2008 Top 5 Small PR Firms in the nation. For more information, visit www.msrcommunications.com or call (415) 989-9000.