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Contact:
Mary Shank Rockman
Principal/CEO
MSR Communications
(415) 989-9000
mary@msrcommunications.com

FACULTE, INC. SELECTS MSR COMMUNICATIONS AS PR AGENCY OF RECORD

San Francisco PR Firm Chosen by Creator of Innovative Online Interactive Video Presentation Platform

SAN FRANCISCO, CA – June 29, 2009 – MSR Communications®

(www.msrcommunications.com), an award-winning, independent public relations firm specializing in communications management services for technology, B2B and consumer lifestyle companies, announced today that it has been named agency of record for Faculte, Inc., an innovative new company that offers an unparalleled web-based multimedia communications platform.

“MSR Communications has an impressive background working with technology start-ups,” said Maher Hakim, Founder and CEO, Faculte. “In addition to MSR’s proven expertise, the firm’s own effective use of our technology demonstrated their creativity and enthusiasm for our product.”

Faculte enables business professionals to transform content and knowledge into compelling online interactive video presentations. Ideal for sales, marketing and training presentations, and other business communication, Faculte mashes video, images, audio

and other content with presentation tools to create branded broadcasts that may be modified on the fly, updated across all online distribution channels and tracked.

"After utilizing Faculte's exciting new Broadcast Studio to create our agency presentation, we were able to instantly experience the profound impact it will have on traditional business communications," said Mary Shank Rockman, Principal, MSR Communications. "Faculte brought MSR's otherwise static communications materials to life and easily enabled us to create a professional, lively brand experience. We look forward to helping the company establish itself as a leader in this space."

MSR will design and implement a multi-tiered public relations campaign that illustrates the advantages of Faculte's technology to business, technology and vertical journalists and bloggers as well as the analyst community.

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; 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.mscommunications.com or call (415) 989-9000.

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