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MSR COMMUNICATIONS HONORED WITH HERMES GOLD AWARD

San Francisco-Based Boutique Firm Recognized for Planning and Implementing Superior Media Relations Campaign for AirBedandBreakfast.com

SAN FRANCISCO, CA – June 22, 2009 – MSR Communications®

(www.msrcommunications.com), an independent public relations firm that specializes in providing communications management services to technology, B2B and consumer lifestyle companies, has been honored with a Gold Award from the *Association of Marketing and Communication Professionals (AMCP)* in the 2009 *Hermes Creative Awards* competition for its exceptional PR plan and results secured on behalf of AirBedandBreakfast.com.

“It’s a tremendous honor to once again be recognized by this coveted group of professionals,” said Mary Shank Rockman, Principal and CEO of MSR Communications. “This campaign demonstrates MSR’s ability to create and implement a plan that leverages hot issues to creatively tell our clients’ stories and make them relevant in today’s dynamic economy.”

The award recognizes MSR’s PR plan for AirBedandBreakfast.com, which leveraged hotel shortages in Denver and Minneapolis/St. Paul during the Democratic and Republican National Conventions. MSR positioned AirBedandBreakfast.com as a solution that enables convention goers to attend the conventions affordably, driving local postings that paved the way for national attention.

MSR's PR campaign resulted in major media coverage of the company in such business, broadcast and regional media as *The Boston Globe*, *Chicago Sun Times*, *The Denver Post*, *The New York Times*, *Newsweek*, *U.S. News & World Report*, *USA Today*, *The Wall Street Journal*, and on the coveted *NBC Today Show*. The results elevated AirBedandBreakfast.com's status from obscure Web site to major player in the online travel industry. When MSR began working with AirBedandBreakfast.com, the site offered about 100 listings in 20 countries. After two short months, the site was populated by thousands of listings in 637 cities and 69 countries worldwide and has continued to increase monthly.

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 by PRSourceCode. For more information, please visit www.mscommunications.com or call (415) 989-9000.

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