

FOR IMMEDIATE RELEASE



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**MSR COMMUNICATIONS HONORED WITH FOUR PRESTIGIOUS
CREATIVE AWARDS**

*San Francisco-Based Boutique Firm Recognized for Creating and Executing Superior
PR Campaigns*

SAN FRANCISCO, CA – June 26, 2008 – MSR Communications®

(www.msrcommunications.com), an independent public relations firm specializing in providing communications management services for technology, B2B and consumer lifestyle companies, has received four highly esteemed industry awards for its exceptional creativity, strategic program development and flawless execution of campaigns for clients Ariba and Obopay. MSR's efforts have been recognized by two leading marketing communications organizations and earned the firm multiple *Communicator Awards* and the *Hermes' Creative Awards*.

Both international awards honor the best work in the communications field and are judged by visual arts and marketing and communications professionals respectively. MSR Communications received the *Hermes' Platinum Award* for best 'Media Response', and the *Communicator Award of Distinction* for best 'Communication Plan' for its success in garnering media coverage on behalf of spend management pioneer, Ariba. The MSR team placed the company in national news stories about Chinese manufacturing toy recalls and tainted pet food—issues not typically associated with an enterprise software vendor.

“MSR Communications has been continually recognized for creatively and strategically developing and executing PR campaigns that garner extraordinary results,” said Mary Shank Rockman, Principal and CEO of MSR Communications. “I am honored that organizations which set the standard for the highest quality PR work have recognized the MSR team for the impact we’ve had on our clients’ businesses.”

MSR also received the *Hermes’ Gold Award* for best ‘PR Campaign’, and the *Communicator Award of Distinction* for best ‘Program to Market Products or Services’ for its extraordinary campaign and use of resourceful tactics on behalf of Obopay, the nation’s first comprehensive mobile payments service. Using consumer case studies and testimonials, MSR demonstrated to a variety of audiences the simplicity of Obopay’s service and positioned it as an industry leader in its space.

In April, MSR Communications was awarded two *Bulldog Awards* for ‘Best Response to Breaking News’ and ‘Best Investment Banking and Financial Services Campaign’ for Ariba and Obopay respectively.

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

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