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**MSR COMMUNICATIONS WINS 2010 MAGELLAN AWARD FOR
TOP 50 COMMUNICATIONS CAMPAIGNS OF 2010**

San Francisco-Based Boutique Public Relations Firm Wins Top Award for AVG Technologies' Social Media Campaign

SAN FRANCISCO, CA - January 13, 2011—MSR Communications®

(www.msrcommunications.com), an award-winning public relations firm specializing in providing communications management services to technology, B2B and consumer lifestyle companies, has been recognized for implementing one of the Top 50 Communications Campaigns of 2010. The *League of American Communications Professionals (LACP)* presented MSR with the “Bronze Award” for an integrated social media campaign executed on behalf of AVG Technologies, one of the world’s most recognized security software companies.

“This year’s entry, the ‘Antivirus Comes Alive with Digital Birth Campaign,’ proves to be remarkable in light of tremendous competition,” said Christine Kennedy, LACP Managing Director. “Overall, we find this work to be outstanding, earning a total score of 95 out of a maximum 99 points awarded in this competition. We classify this entry as being among the top 41 of all communications materials judged by LACP this year.”

The LACP award recognizes the campaign MSR executed for AVG’s eye-opening ‘Digital Births’ survey, which showed many children are given online identities before they are even born. To drive both on-and-offline conversations about the survey results, MSR targeted mommy, parenting, child safety and consumer news blogs as well as hosted a round table event where influential bloggers met with AVG executives to discuss concerns related to young children having a presence online. MSR’s social media work sparked further debate online, resulting in hundreds of posts that elevated awareness of this important issue.

“It is an enormous honor to win an award held in such high esteem,” said Mary Shank Rockman, Principal and CEO of MSR Communications. “The Digital Births issue is one that my team and I take to heart. I’m proud we were able to get more parents thinking about it while demonstrating just how much AVG cares about online safety--particularly for families.”

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 information, visit www.mscommunications.com or call (415) 989-9000.

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