

FOR IMMEDIATE RELEASE:



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

MSR Communications Named Best Small PR Agency By LACP Impact Awards

MSR Also Presented with Silver Award of Distinction for Digital Birth Campaign and Award of Excellence for Campaign Executed on Behalf of Dictionary.com

SAN FRANCISCO, CA – July XX, 2011—MSR Communications®

(www.msrcommunications.com), a public relations firm specializing in providing [communications management](#) services to technology, B2B and [consumer lifestyle](#) companies, has been recognized as the ‘Best Small PR Agency/Practice’ by the League of American Communications Professionals’ (LACP) 2010 Impact Awards for excellence displayed in strategic communications and results. MSR Communications was also presented with the ‘Silver Award of Distinction’ by the 17th Annual Communicator Awards for its integrated social media campaign executed on behalf of AVG Technologies and the “Award of Excellence” by the 2011 APEX Awards for its public relations campaign executed on behalf of Dictionary.com.

“This year’s entry, ‘MSR Communications: Blending Social & Traditional Media to Create Impactful Client Campaigns,’ proves to be remarkable in light of tremendous competition,” said Christine Kennedy, LACP Managing Director. “Nearly 100 entries were received for the 2010 Impact Awards, comprising the best in communications from eight countries. We congratulate the entire MSR team.”

The 17th Annual Communicator Awards, a leading international awards program honoring creative excellence for communications professionals, also recognized MSR Communications for the impactful social media campaign executed on behalf of client AVG Technologies. The campaign conducted for AVG’s eye-opening ‘Digital Birth’ survey showcased how children are often 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 online safety for children.

The 2011 APEX Awards, a program recognizing excellence in publications work by professional communicators, presented MSR Communications with an award for publication excellence for its public relations campaign executed on behalf of Dictionary.com. By illustrating the consumer market for dictionary-related content by showcasing rapid user adoption across various mobile platforms, the campaign successfully established Dictionary.com as the premier source for word discovery anytime, anywhere and on any electronic device for professional, academic, social and recreational needs.

“MSR is thrilled to be named the Best Small PR firm 2010 by such a coveted organization as the LACP,” among organizations that exemplify the highest standards in Public Relations,” said Mary Shank Rockman, Principal and CEO of MSR Communications. “This honor recognizes the top PR firms in the industry that demonstrate the highest quality work and deliver the most extraordinary results. Our campaign successes and unparalleled client service make MSR Communications a natural for this esteemed award.”

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; social media and digital marketing communications; speaker placement programs; corporate positioning and messaging, 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.mscommunications.com, www.twitter.com/MSR_PR, www.facebook.com/msrcommunications or call (415) 989-9000.

###