

**FOR IMMEDIATE RELEASE**



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**MSR COMMUNICATIONS NAMED ONE OF THE TOP PR FIRMS IN AMERICA**

*Survey of More Than 800 Journalists Names San Francisco-Based Boutique Firm  
One of the PR Industry's "Best of the Best"*

**SAN FRANCISCO, CA – August 12, 2008 – MSR Communications®**

(www.msrcommunications.com), an independent public relations firm specializing in communication management services for technology, B2B and consumer lifestyle companies, today announced that it has been named one of the best public relations agencies in America by PRSourceCode, a content service provider serving the journalism and PR industries. Each year, PRSourceCode surveys over 800 journalists from leading publications to identify the top PR agencies with its *Top Tech Communicator Awards*. Journalists are asked to identify the best agencies and rank them based on responsiveness, reliability and overall recognition of their editorial needs. MSR Communications was recognized as a top five small agency in the nation for its overall excellence in media relations.

"It is a tremendous honor for the MSR Communications team to be named by the editorial community as one of the top five small PR firms in the nation," said Mary Shank Rockman, principal of MSR Communications. "At MSR, we covet each relationship we develop and nurture in the editorial community. As a result, our entire team works diligently to create intelligent, creative and targeted media outreach that is relevant to journalists' and their readers' particular interests, anticipates their needs, and generates

impactful coverage for our clients. The 2008 PRSourceCode *Top Tech Communicator Award* is a testament to the passion MSR has for the work we do, the importance we place on our relationships with the media and our commitment to achieving successful results for clients. We thank the editorial community for this honor and look forward to continuing our legacy of excellence in media relations.”

**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.msrcommunications.com](http://www.msrcommunications.com) or call (415) 989-9000.

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