

FOR IMMEDIATE RELEASE

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**MSR COMMUNICATIONS SELECTED AS PR AGENCY OF RECORD FOR
RENTWIKI.COM**

Award-Winning San Francisco PR Firm Chosen by RentWiki.com, First Apartment Rental Website to Integrate Social Media Features

SAN FRANCISCO, CA – January 26, 2009 – MSR Communications®

(www.msrcommunications.com), an award-winning public relations firm specializing in providing communications management for technology, B2B and consumer lifestyle companies, today announced it has been named the agency of record for RentWiki.com, the first apartment rental site to enable users to network with potential neighbors while apartment hunting.

RentWiki.com changes the current industry paradigm for online apartment rentals. The site helps people find a home and neighborhood that fit their personal style, taste and financial needs by providing content about what people who actually live there have to say about the area. RentWiki.com is also a boon to property managers who may, at no charge, use the site's multimedia tools to post comprehensive information about a property that goes well beyond standard listings.

“We chose MSR Communications based on their expertise in social media and proven track record of generating consumer and B2B demand for internet-based services,” said Robert Turnbull, President, RentWiki.com. “We look forward to working with MSR to establish RentWiki.com as the leading source of online apartment rentals.”

MSR will launch RentWiki.com and execute a media relations campaign that is targeted at vertical industry trades, business and consumer lifestyle publications and blogs, and integrates social media tools.

“We are thrilled to have RentWiki.com join our growing roster of consumer lifestyle clients,” said Mary Shank Rockman, principal and CEO of MSR Communications, LLC. “Our diverse new clientele clearly demonstrates our wide range of expertise in a variety of different industries.”

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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