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

***MICRO ANALYTICAL SYSTEMS, INC. SELECTS MSR COMMUNICATIONS AS PR
AGENCY OF RECORD***

San Francisco PR Firm Chosen by Global Leader in Seafood Mercury Testing

SAN FRANCISCO, CA — March 9, 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 PR agency of record for Micro Analytical Systems, Inc. (MASI), the leader in seafood mercury testing.

Marketed under the Safe Harbor® brand name, MASI devises proprietary technology to quickly and efficiently identify the level of mercury concentration in fish to determine safety for consumers. The company tests more seafood for mercury each year than any other company or government agency in the world.

“We were initially drawn to MSR because of their experience with social media and impressive track record of successes in working with start-ups,” said Sean Wittenberg, COO, Safe Harbor. “Their expertise combined with their fervor and commitment to our cause, make MSR an ideal match for our company.”

MSR Communications will execute media relations and social media campaigns to educate consumers and industry influencers regarding the impact of mercury and need for testing.

“We are very excited to represent the first company in the world to make large-scale mercury seafood testing viable,” said Mary Shank Rockman, principal and CEO of MSR Communications. “To ensure the safety for all, consumers need to know what they’re eating, suppliers need to know what they’re supplying and distributors need to know what they’re selling. Testing is the only way to truly know.”

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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