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SOCIALGO SELECTS MSR COMMUNICATIONS AS PR AGENCY OF RECORD

Firm Chosen by Social Network Maker that Enables Small Businesses to Quickly Create, Manage and Monetize Online Communities

SAN FRANCISCO, CA — NOVEMBER 9, 2009—MSR Communications® (www.msrcommunications.com), an award-winning independent public relations firm specializing in communications management services for emerging-growth technology, B2B and consumer lifestyle companies, today announced it's been named agency of record for SocialGO, a platform for harnessing the power of social media for small businesses and organizations. MSR will leverage its expertise targeting business, consumer, and vertical media and analyst influencers to increase brand awareness and create mindshare for SocialGO.

"We have tremendous confidence in MSR's ability to place SocialGO at the forefront of the social media discussion based on its solid track record and understanding of social media's vital role in business," said Dominic Wheatley, co-founder and CEO, SocialGO.

Leveraging SocialGO's offering of complete customization, monetization and content ownership, MSR will demonstrate the value of the company's social media tools that are tailored to meet the specific needs of small businesses, organizations and entrepreneurs.

"SocialGO enables small businesses to thrive in a tough economy – our team is excited to introduce its benefits and features to a business community that increasingly looks to social media for competitive advantage," said Mary Shank Rockman, Principal and CEO, MSR Communications. "We also plan to use SocialGO to enhance our own social media offering by giving our clients the value-added service of creating and managing social networks for them."

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; 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 or call (415) 989-9000.

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