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AIRBED&BREAKFAST SELECTS MSR COMMUNICATIONS AS PR AGENCY OF RECORD

San Francisco PR Firm Chosen by Emerging Travel Web Site to Spearhead Consumer Relations

SAN FRANCISCO - August 25, 2008—MSR Communications® (MSR), an award-winning public relations firm specializing in communications management for technology, B2B and consumer lifestyle companies, today announced it has been named PR agency of record for AirBed&Breakfast, a site that offers adventurous travelers localized lodging, to increase brand awareness and position it as the leading source for alternative travel accommodations.

“We chose MSR because of its proven media relations expertise and the firm’s enthusiasm for our company,” said Brian Chesky, co-founder of AirBed&Breakfast. “When we first entered the MSR office we were an unknown startup. Now, thanks to MSR’s ability to quickly secure impactful results, our business is growing at a phenomenal pace!”

In just one month, MSR has hit the ground running with an aggressive campaign centered around a hotel shortage for the upcoming political conventions. The effort has landed placements in numerous print and broadcast outlets such as *The New York Times*, *U.S. News & World Report*, *CNN*, *ABC*, *CBS* and *Fox News*.

“We are delighted to expand our consumer practice with such an exciting company as AirBed&Breakfast!” said Mary Shank Rockman, principal and CEO of MSR Communications, LLC. “The site delivers something unique – a truly local experience that cannot be replicated by a hotel.”

AirBed&Breakfast joins MSR's growing roster of companies that receive its specialized, senior-level talent and service. MSR Communications was recently recognized as one of the top 5 small agencies in the nation by PR SourceCode and has received seven awards for its exceptional campaign development and implementation.

About MSR Communications

MSR Communications is an independent public relations firm that offers a unique brand of creative intelligence to provide superior communications management services to emerging-growth technology, B2B and consumer lifestyle companies. The firm has practice areas in media and analyst relations, speaker placement programs, corporate positioning and messaging, crises and reputation management and Web site content development. MSR combines strategic programming, exceptional client service and influential relationships to drive extraordinary results that help clients build mindshare with key constituents. Based in San Francisco, MSR has been recognized as one of the Top 25 Independent PR Firms in Northern California. For more information, please visit www.mscommunications.com or call (415) 989-9000; toll free (866) 247-6172.