

Ripp Media/Public Relations, Inc.

1776 Broadway, Suite 901, New York, New York 10019
(212) 262-7477 Fax: (212) 262-7478 arippnyc@aol.com

Communications Qualifications, Allan Ripp, principal

- Superior, hands-on media relations; strategic, high-level publicity and editorial campaign planning
- Proven track record in PR agency account management and managing in-house client communications
- Strong new business generation and client retention – small group of core clients in diverse industries
- Top-flight writing and editorial services honed from prior career in magazine and newspaper journalism
- Broad industry experience – law firm/litigation; corporate finance-financial services; online banking and e-business; private equity-venture capital; food/travel; luxury real estate, media research; technology services

Work History

Ripp Media/Public Relations, Inc. (1986-present)

Editorial-driven PR practice, focused on top-tier professional service providers. Eight-person shop. Often serve as in-house press office for clients. Emphasis on writing, media relations, pro-active publicity; brand messaging, media positioning. Extensive experience handling high-profile litigation and transactions; service line launches; issue identification; practice acquisitions; major hires; crisis counsel; expert sourcing. Diverse account roster – consumer, financial, legal, professional services. Outstanding track record for delivering quality media. Current clients include:

- ◆ **Morrison & Foerster** – Ongoing firm-wide PR for AmLaw Top 20 international law firm (since 2002)
- ◆ **Simpson Thacher Bartlett** – Ongoing press assignments and article placement for leading corporate law firm
- ◆ **Burford Capital** – World's largest litigation funding firm, \$300m committed to large litigation and arbitrations
- ◆ **Milbank, Tweed** – Press support for key practices: satellite; Latin America; renewable energy; bankruptcy
- ◆ **FTI Consulting** – Press relations for banking/financial services practice led by former FDIC chair William Isaac
- ◆ **Tiger 21** – Leading peer-to-peer learning group for high net worth investors – 145 members w/\$10 billion assets
- ◆ **McDonald's** – Op-ed writing and thought leadership for McDonald's senior management
- ◆ **Seyfarth Shaw** – National publicity for top-tier national employment law firm
- ◆ **Grant & Eisenhofer** – Leading shareholder/corporate governance plaintiffs law firm (since 2003)
- ◆ **SNR Denton** – Ongoing press counsel for top 25 global law firm (formerly Sonnenschein Nath & Rosenthal)
- ◆ **Kessler Topaz** – Litigation press relations for prominent securities/shareholder law firm
- ◆ **Venable LLP** – Ongoing national media relations for AmLaw 100 Washington-based law firm (since 2002)

Zagat Survey LLC (1986-2004)

For 14 years (1986-2000) I served as director of press/public relations for best-selling Zagat restaurant and travel guides, while maintaining independent PR agency business (see description below). Activities and milestones included:

- Established Zagat as the most dominant, often-sourced authority on consumer food/travel trends in U.S.
- Engineered national publicity program across multiple media, with country's leading press outlets
- Developed editorial partnerships and Zagat columns with Fortune Magazine, Los Angeles Times, NY Post, American Lawyer, New York 1 News, CBS Morning News, Amtrak Arrive, Frequent Flyer
- Served as frequent Zagat spokesman and interview source for national news trends on dining and travel topics
- Secured steady WS Journal coverage, including annual news stories on Zagat NYC Survey for 10 years running
- Directed press outreach for successful launch of Zagat.com web site in May 1999
- New product launches – Hotel Survey, ZagatMaps, CD-ROM, Paris/London/Tokyo Surveys, Film Survey
- Directed press for Zagat's \$31 million equity financing/web expansion announced Feb 2000
- Ongoing op-ed writing for co-founders Tim and Nina Zagat

In 2000 Zagat hired its first internal PR director. Our firm remained outside agency of record in overseeing press outreach for Zagat content and published guides, including flagship NYC Restaurant Survey (2000-2004).

Noteworthy Projects/Campaigns/Placements

- Edit and coordinate placement of commentary on state of satellite industry on invitation from The Deal; piece bylined by co-chair of satellite/space practice at Milbank, Tweed; commentary “The Final Frontier” published December 12, 2011 as part of The Deal’s year-end issue.
- Announce new lawsuit against National Football League brought by a dozen former players alleging that the NFL hid risks associated with repeated concussions; suit brings attention to powerful anti-inflammatory Toradol, which players allege they were routinely given ahead of games and which some medical experts believe can aggravate brain injury. Lawsuit filed in Newark draws major press coverage, including New York Times, Associated Press, HBO, ESPN, Reuters and across sports media; case publicized for client Seeger Weiss. November 2011.
- Announce noteworthy \$89.4 million shareholder settlement with Del Monte Corp and Barclays Capital resolving litigation stemming from 2010 private equity buyout of Del Monte led by KKR; case had drawn wide interest in for shedding harsh light on conflicts of interest by Del Monte financial advisor Barclays, which also arranged financing for buyout group. Broad business/legal coverage includes major stories in Wall Street Journal, New York Times, Washington Post, Los Angeles Times, Boomburg, Reuters (two stories), Associated Press, Financial Times, Times of London, Telegraph, Global Pensions, Pensions & Investments; American Lawyer names clients Litigators of the Week for role in leading case. October 2011
- Manage aggressive press effort for shareholder lawsuit against News Corp. board of directors for failures tied to widening UK phone hacking scandal. Publicize case on behalf of law firm Grant & Eisenhofer and lead shareholder plaintiff Amalgamated Bank. Massive press coverage widely attributing statements drafted for lead attorney. Additional coverage for add-on complaint. Two stories in Wall Street Journal, plus Bloomberg, Reuters, Forbes, Guardian, Telegraph, Financial Times, Times of London, BBC, Huffington Post, The Deal, American Lawyer, Law 360, Hollywood Reporter, Media Matters, AdWeek, Ad Age, The Wrap, Independent; Daily Beast, Paid Content, ABA Journal, BNET, etc. July –September 2011
- Co-wrote business plan and directed press for launch of new high-end French-American bakery in New York called Bien Cuit (“well done”), a first-time retail project by Zachary Golper, former executive baker at Le Bec-Fin in Philadelphia. Arrange for two New York Times write-ups to coincide with bakery’s opening in July 2011. Follow-on publicity for bakery generates raves and positive reviews key food bloggers from Serious Eats to Village Voice, Chowhound, Foodie Two Shoes, NYC Tastes and other outlets.
- Publicity for law firm Holland & Knight, representing executors of estate of “reluctant heiress” Huguette Clark, who died just shy of turning 105 with an estate valued at \$400 million and no heirs – her death was widely reported in May 2011. Coordinate press effort pegged to filing of Clark final will in NY Surrogate Court. Intense, wide-angle press outreach – Wall Street Journal, NY Times, NY Post, Daily News, NY Observer, Associated Press, Washington Post, Huffington Post, People Magazine, Los Angeles Times, scores of other stories nationally. Announce formation of arts estate on Clark’s former estate in Santa Barbara, CA. Broad follow-on interest in additional stories on Clark’s 42-room NYC apartment. June 2011.
- Publicity for lawsuit filed by Hollywood film legend Mickey Rooney accusing the actor’s stepson of ongoing elder abuse, including manipulation of finances and withholding medication; working with law firm representing Rooney’s court-appointed conservator; heavy entertainment press coverage – wire services, tabloid media, TV. September 2001.
- Our office supported McDonald’s in its April 2011 announcement in hiring 50,000 new workers, the largest single-company hiring surge since the recession; we wrote an op-ed essay for Jan Fields, president of McDonald’s USA discussing the broad economic impact of the company’s 7% jump in its workforce. The commentary, entitled “McJobs 2.0,” was published in Marketwatch and reposted by multiple news sites.

- Publicize pro bono case on behalf of inmate going up against Illinois Supreme Court challenging state's attempt to seize portion of \$11,000 in wages he received while in prison and saved over a 28-year period; case was prominently featured in Chicago Tribune on day of oral argument, with subsequent stories in Associated Press, Fox News, Huffington Post. March 2011.
- In one two-month stretch, our office helped write, edit and place client commentary in the following: an essay on insider trading and impact of U.S. Supreme Court ruling on honest services clause (for MarketWatch); an outlook piece on policy issues facing the 112th Congress (TheStreet.com); an editorial on the FTC's new "Do Not Track" rules for online marketers (Forbes.com); an analysis of trade sanctions against Iran (Defense Industry Daily); an op-ed urging Democratic Party to articulate a pro-growth strategy (for AOL News); analysis of the dismissal of a securities class action against Oracle Corp (The Recorder); an essay on whistleblower incentives (MarketWatch.com) and four separate commentary pieces for Corporate Counsel magazine, covering topics ranging from the SEC's new whistleblower provisions to a piece discussing risks of companies engaged in mining conflict diamonds in developing countries – December 2010-January 2011
- Research and write op-ed essay for McDonald's vice president for nutrition and menu strategy responding to recent ordinance in San Francisco banning free toys given out with company's iconic Happy Meal sandwiches; essay challenges ban by SF Board of Supervisors, noting McDonald's efforts to limit sugar, fat, salt, carbs in its children's meals; commentary published in San Francisco Examiner, October 2010.
- Publicize Department of Justice motion to intervene in whistleblower lawsuit filed by client Grant & Eisenhofer over alleged off-label marketing of kidney drug Rapamune; our efforts generate broad press coverage on DOJ action and underlying case. Significant stories in New York Times, Wall Street Journal, Associated Press, Bloomberg, Dow Jones, American Lawyer, ABC and CBS News, Philadelphia Inquirer, National Law Journal, extensive food & drug media. September 2010.
- Press outreach for law firm Morrison Foerster following firm's role advising on three billion-dollar M&A acquisitions in August 2010 – firm advised Intel in \$7.68 billion purchase of security software firm McAfee Systems, followed by \$1.4 billion acquisition of Infineon Wireless Solutions; simultaneous announcement of \$943 million acquisition of client Cogent by 3M Corp. Broad attribution of law firm in media coverage of the deals, including head of MoFo's corporate practice featured as "Dealmaker of the Week" by American Lawyer.
- Press effort for longtime client Venable LLP following firm's success in securing an injunction to block Obama administration's moratorium on off-shore drilling following BP oil spill in Gulf of Mexico. Careful coordination of press statement with New Orleans co-counsel following order issued by federal judge in Louisiana granting preliminary injunction. Case subject to massive media coverage, goal to help ensure law firms are attributed. June 2010.
- Represent Signature Group Holdings, investor leading successful plan of reorganization for former large subprime mortgage lender Fremont General Corp. Work with both Signature and outside counsel on publicity ahead of final plan confirmation, then craft news release announcing company's emergence from Chapter 11 as a special situation lender/investor. Direct press effort once plan is approved by bankruptcy court in California. Coverage includes Los Angeles Times, Orange County Register, Bloomberg, Dow Jones, Associated Press, Turnarounds & Workouts, The Deal, Orange County Business Journal, American Banker, plus numerous mortgage industry and financial media. June 2010.
- Helped direct publicity for large law firm merger – Sonnenschein Nath & Rosenthal (US) and Denton Wilde Sapte (UK), combine to become SNR Denton, top 25 global firm announced May 2010, confirmed in early June through mutual partner vote. Worked closely with firms in crafting messages, preparing senior management on Q&As, news release, editorial pitching. Led US press outreach, resulting in broad coverage: Three Wall Street Journal articles (Law Blog, WSJ.com, Journal), NY Times Deal Book, USA Today, Bloomberg, Associated Press, Business Week, Forbes.com, American Lawyer, ABA Journal, plus broad industry verticals and relevant trade media. Ongoing assignment through various stages of transaction.

- In wake of Transocean rig explosion in Gulf of Mexico, position energy/environmental attorney for New Orleans law firm Stone Pigman to comment on liability and litigation issues in wake of disaster; aggressive media advisories for attorney Keith Hall result in blanket pick-up of comments and follow-on interviews – including interviews w/Associated Press, Bloomberg/BusinessWeek, Reuters, UPI, Platts, Oil & Gas Journal, BBC, National Underwriter, Business Insurance, multiple energy, legal and insurance news blogs. April-May 2010.
- Publicity for law firm Barroway Topaz, co-lead counsel for shareholders in securities class action against Lehman Brothers; direct press outreach upon filing of amended complaint adding Lehman former auditor Ernst & Young as defendant and bolstering charges based on recent release of Lehman Examiner’s Report – broad coverage includes Dow Jones/Wall Street Journal, American Lawyer, Pensions & Investments, Law 360, The Lawyer, etc.
- Publicity for law firm Seeger Weiss surrounding first wave of judicial rulings on behalf of homeowners seeking damages caused by faulty Chinese drywall; first two bellwether trials in New Orleans federal award total repair costs for homeowners; direct press announcements and outreach – widespread coverage includes Associated Press, Bloomberg/BusinessWeek, Wall Street Journal and Journal real estate blog, Forbes, CBS; many press outlets pick up on language describing toxic effects of leeching drywall fumes as “poltergeist.” April 2010.
- Publicity for major trial win by Morrison & Foerster on behalf of software firm Novell Inc. in defeating a copyright infringement suit by rival SCO – the lawsuit had been widely followed in the open source community over ownership of popular business software Unix. Immediate outreach on verdict resulted in a broad press coverage – Wall Street Journal and Journal Law Blog, Business Week, Associated Press, American Lawyer, Information Week, and wide variety of online technology news sites and blogs. March-April 2010.
- Publicize three major jury verdict wins in one month for Seeger Weiss: \$25 million verdict for patient who suffered severe intestinal illness from use of Roche acne medication Accutane; \$11 million verdict for families adversely affected by massive methane odors emanating from large factory hog farm in rural Missouri; \$2.25 million verdict for survivors of fatal bus crash in upstate New York involving girls’ hockey team. All three outcomes drew significant media coverage. Fourth trial win on behalf of homeowners seeking damages stemming from defective Chinese drywall drew additional widespread press coverage. March-April 2010.
- Commentary piece advising companies pursuing M&A deals on the best practices associated with an antitrust merger review; article written for co-head of investigative and regulatory practice at legal outsourcing firm CPA Global. Article, entitled “Deal or No Deal,” published in The Deal; republished in American Lawyer’s Recorder in San Francisco and yet again in ThomsonReuters antitrust newsletter. February 2010.
- Wrote essay arguing that Travel Security Administration reinstate use of in-flight GPS maps following terror bombing of Northwest flight over Detroit; personal commentary, “Keep the Little Green Line of Security,” published as op-ed piece for Newsday, January 2010; republished on AOL News February 2010.
- Represented Claire Milonas, focus of enormous press interest following disclosures that she had a baby with White House budget director Peter Orszag; huge wave of media following initial coverage in NY Post; help Ms. Milonas navigate multiple press inquiries and help key reporters in preparing stories, including major accounts in New York Times, Washington Post, Huffington Post; requests for Today Show interviews; January 2010.
- Led press announcement of \$62 million settlement of stock options back-dating case against former officers and directors of Comverse Technologies, including \$60 million payment from former Comverse CEO Jacob “Kobi” Alexander, along with company’s former general counsel and CFO – one of the largest cash payments by an individual in settling options backdating claims. Coordinate press for law firms Milberg, Barroway Topaz and Bernstein Litowitz – January 2010. International coverage in US, Israel and Africa; stories in Associated Press, Bloomberg, American Lawyer, Pensions & Investments, international accounting press.
- Edited, placed commentary for Simpson Thacher senior corporate partner John Finley challenging concept of shareholder proxy access; article entitled “Shoot the Legend” published in The Deal January 2010.

- Direct press coverage for Sonnenschein law firm in announcing new merit-based associate advancement plan, part of paradigm shift in law firm compensation. Prepare firm's official news release and handle outreach – coverage across legal media; December 2009.
- Manage press effort for marketing professional Jane Collins, in connection with lawsuit against iconic plush toy maker Steiff GmbH for alleged sexual harassment, including charges she was raped by Steiff's CEO; direct publicity for Ms. Collins upon filing of suit in June 2009, with significant coverage in The Wall Street Journal, Boston Globe, Associated Press, New York Post, Washington Post, Los Angeles Times, CNN, CBS radio, as well as European media; publicity drives early settlement of case (September 2009), with large follow-up story in Wall Street Journal and other major outlets.
- Our office led North American press launch for *Q-Finance*, comprehensive almanac and web site of financial content underwritten by the government of Qatar. Contributions from 300 of the world's leading economists and financial savants. We helped establish *Q-Finance* brand recognition in US financial media and secured positive reviews in major library journals. Coverage includes American Banker, Business Week, The Street.com, Corporate Board Member, American Management Association, Business Insider, Morningstar.com.
- Wrote commentary for Toronto-based financial institutions lawyer proposing lessons in lending strategies for US banks following the financial crisis; resulting editorial, "What American Bankers Can Learn From Canada" published in Business Week, August 2009; longer version of commentary published in several banking magazines
- Edited commentary for New York corporate attorney discussing comeback strategy for sovereign wealth funds following extreme losses in 2008-'09; piece entitled "Sovereign Wealth Funds, The Sequel" published in Investment Dealers Digest, August 2009
- Advise family of real estate executive piloting plane that collided with helicopter over Hudson River about responding to onslaught of press calls in wake of crash on August 8, 2009; draft initial statement for family to use for media.
- Op-ed commentary for Don Thompson, president of McDonald's USA, using broad set of unreported company statistics to demonstrate how the leading fast food operator has provided key stimulus to local economies during financial crisis; draft article, entitled "McEconomics 101," seeking to place in February 2009.
- Press projects for corporate and bankruptcy practice for Simpson Thacher & Bartlett, including several milestones transactions, among them the largest debtor-in-possession financing on record, an \$8.5 billion facility for bankrupt Lyondell Chemical Co. Coverage includes Wall Street Journal, The Deal, Investment Dealers Digest. Also publicity for firm's role in \$1.8 billion public-private partnership for funding major improvements on sections of Interstate-595 in South Florida. Coverage in banking, real estate, government press.
- Op-ed for chair of Foley Hoag venture capital practice daring to see signs of optimism in VC market; resulting piece, "The End of Doom & Gloom" published in The Deal, April 2009.
- Venable Election Watch 2008 – group of government affairs attorneys at Washington law firm offers take-away comments on eve of presidential elections reflecting round-up of firm's legislative practice. Broad, national coverage, with more than 30 stories attributing Venable attorneys discussing issues related to tax, health care, defense, transportation, energy, financial services.
- Spokesperson for CDR Financial, advisory firm named at center of FBI/grand jury investigation into alleged pay-for-play contributions in New Mexico that forced Governor Bill Richardson to withdraw as President Obama's nomination for U.S. Commerce Secretary; develop company responses, public statements and speak with reporters on behalf of CDR and principal owner David Rubin – extensive, intense coverage includes multiple stories in Wall Street Journal, NY Times, CBS/NBC/ABC News, CNN, Associated Press, Bloomberg, Reuters,

USA Today, Los Angeles Times, and New Mexico media; December 2008-January 2009. Additional wave of coverage upon filing of lawsuit against CDR by Justice Department in Sept. 09.

- Op-ed commentary for chair of banking practice at Canadian law firm Fasken Martineau explaining how Canada's banks managed to dodge the worst of the global financial crisis and why that may mean more investment opportunities in the U.S. for Canadian financial institutions; article entitled "In Crisis, Canadian Banks Survive and Thrive," published by Forbes.com December 11, 2008, reprinted in US banking publications.
- Fulbright & Jaworski 2008 Litigation Trends Survey – our office has led publicity efforts for ambitious survey of corporate counsel on litigation issues and concerns since 2004; project includes massive data review and creation of all press materials, including findings across 10 industry groups. Enormous press coverage – Bloomberg; NY Times; Los Angeles Times; The Economist; Chicago Tribune; Inc.; all major legal media; plus wide swath of industry trade coverage reflecting sector-specific findings. The survey has become a major franchise-builder for Fulbright's global litigation practice; we wrote an op-ed for the head of Fulbright's global litigation practice on the survey, which was published in the Rule of Law column in the Wall Street Journal.
- Handle media announcing settlement of shareholder derivative lawsuit on behalf of AIG and group of former AIG executives, including the global insurer's former CEO Hank Greenberg, agreeing to pay \$115 million to resolve claims of extensive self-dealing and breach of fiduciary duty. Settlement news announced September 2008 garners widespread press coverage on eve of trial scheduled in Delaware Chancery Court and just several weeks ahead of federal government's \$130 billion bailout of AIG. Three separate stories in Wall Street Journal, plus NY Times, Financial Times, all major news wires, plus heavy international and insurance industry coverage.
- Ongoing work with William Isaac, former chairman of the Federal Deposit Insurance Corp., now senior financial services consultant with expert services client LECG; during the current economic crisis, our firm placed two major commentaries for Mr. Isaac in the Wall Street Journal and another in the Washington Post proposing solutions to the financial industry turmoil, with continuous major media interviews, including an additional profile of Isaac in the Wall Street Journal; summer-fall of 2008.
- Help manage press for Venable attorney representing Dr. Bruce Ivins, identified as sole suspect in 2001 anthrax attacks. Advise on strategy for handling widespread requests for media interviews; help prepare and issue statements to press in response to breaking developments, including follow-up to FBI-Justice Department news conference laying out government's evidence against Dr. Ivins. Arrange key interviews w/New York Times, Wall Street Journal, other outlets. Monitor press coverage and counsel on attribution for law firm; August 2008.
- Direct press announcement of \$300 million securities class action settlement with General Motors and Deloitte & Touche stemming from alleged financial misstatements and accounting manipulations by GM dating back to 2000. Co-manage press outreach for law firms Grant & Eisenhofer and Labaton Sucharow, with broad business and auto industry press coverage – Wall Street Journal, Bloomberg, Reuters, Associated Press, CFO, as well as media in UK and Germany relating to German investment fund serving as lead plaintiff. August 2008.
- Publicity for emergency hearing at International Court of Justice, The Hague, on behalf of attorneys representing the Republic of Georgia in suit brought against Russia alleging campaign of ethnic discrimination, September-October 2008; decision issued October ordering end to ethnic discrimination; coverage in news wires in US and Europe; American Lawyer, ABA Journal, National Law Journal.
- Editing and placement of multiple client op-ed articles in fall 2008 – including pieces placed with Marketwatch, San Diego Union, Atlanta Journal-Constitution, The Deal – on topics ranging from innovation policy to economic readiness of incoming president.
- Direct press to announce jury defense win achieved by Morison & Foerster in securities fraud fiber optics manufacturer JDS Uniphase in November 2007 – only the second defense victory in a securities class action since 1995 private securities litigation legislation; case represents huge event in securities bar; extensive coverage in technology and legal media, including featured as Big Suits in American Lawyer. Verdict cited among top

defense wins of 2007 by National Law Journal, Daily Journal and VerdictSearch; JDSU trial team cited among California Lawyers of the Year by California Lawyer magazine. Case featured in CFO magazine April 2008 issue.

- Announce unusual sovereign lawsuit commenced by Ecuador against Colombia over aerial fumigation of coca plants that Ecuador alleges disperses across the border, causing severe illness and ecological/agricultural damage among Ecuadorean villages. Lawsuit filed April 2008 in the International Court of Justice in the Hague by Foley Hoag. Coordinate press announcement and coverage of suit in the US and Latin America – filing covered by broad range of media, from New York Times to major wire services.
- Litigation publicity for Morrison & Foerster following rare jury defense win in patent infringement trial in notoriously plaintiff-friendly East Texas federal court, in case on behalf of EchoStar brought by Forgent. Our efforts lead to American Lawyer cover story featuring MoFo lead trial lawyer, March 2008.
- Coordinated press coverage announcing international tribunal win on behalf of Republic of Guyana in longstanding maritime boundary dispute with neighboring Suriname. Announcement issued September 2007, with extensive international media on behalf of law firm client Foley Hoag, representing Guyanese government.
- Our office coordinated press announcement of class action filed in July 2007 on behalf of veterans' advocacy groups against Veterans Administration, the Department of Justice and other agencies for failures in delivering adequate treatment to U.S. veterans from Iraq and Afghanistan with post-traumatic stress disorder. Coverage in New York Times Associated Press, Los Angeles Times, USA Today, NBC, National Law Journal, etc.
- Drafted/placed commentary for Shoba Purushothaman, CEO of The NewsMarket, leading host site for corporate video content, on growing importance of user-generated "source" content in journalism; essay, "User-Generated Content Takes Rightful Place on the Front Page of Today's Journalism" published by Forbes.com, April 2008
- Press launch for JD Supra, newly formed company posting attorney-generated content for free universal search, called "You Tube for the Legal Profession." Company was subject of feature profile in New York Times Sunday Business Section, April 2008, in addition to coverage in legal and business press.
- Direct press announcing shareholder settlement with Tyco International for \$3 billion, largest payment ever made by corporate defendant to settle a securities lawsuit, May 2007. Sweeping news coverage across all major business financial and legal media. Effort followed in July 2007 with announcement of additional \$225 million payment by PricewaterhouseCoopers, one of largest settlements on record by an accounting firm. Further broad coverage including Wall Street Journal, NY Times, all wire services and multiple financial news outlets.
- Manage press announcing pan-European shareholder settlement with Royal Dutch Shell valued at \$450 million, the first class settlement of its kind in Europe, involving some 50 institutional investors in nine European countries. Wide international news coverage in U.S. and Europe, including news conference at the Hague in the Netherlands. April 2007.
- Our office drafted opinion essay by client Alan McGlade, CEO of MediaNet Digital, challenging Apple's grip on the online music market through the way it dictates usage of its iPod and iTunes products. McGlade argues that a new wave of portable devices by other manufacturers, along with a surge in special interest offerings and narrowcasting, will dramatically change the way consumers purchase digital entertainment. Essay, entitled "Of Apple and Oranges" to appear in Forbes.com, September 2007.
- Represent CDR Financial, leading financial advisor in public finance market while the company is under investigation by the U.S. Justice Department and SEC as part of a broad federal probe of possible collusion in the municipal reinvestment market, involving pricing of guaranteed investment contracts. Serve as media spokesman while the company under intense press scrutiny. Draft company statements for clients as well as press. Fall 2006.
- Direct press announcements for economic advisory firm LECG with series of high-profile additions in 2007, including Michael Salinger, former chief economist for the Federal Trade Commission; Laura D'Andrea Tyson,

former national economic adviser and chair of Council of Economic Advisers under President Clinton; and William Isaac, former chair of the Federal Deposit Insurance Corp. All news received substantial coverage in banking and financial services media.

- Coordinate broad press effort for law firm Fulbright & Jaworski in connection with the firm's annual Litigation Trends Survey, the largest study of U.S. corporate counsel on litigation issues. Create all press documents and manage media outreach, resulting in broad coverage in business, legal and industry trade media, including major wire services, Business Week, Barron's, Financial Times, CFO, BBC, Forbes, American Lawyer. Wrote commentary on survey findings for Fulbright's global chair of litigation, published in Wall Street Journal's "Rule of Law" column on November 25, 2006.
- Direct press launch of new climate change/sustainability practice for law firm Pillsbury Winthrop Shaw Pittman in fall 2006, ambitious, inter-disciplinary working group addressing litigation and regulatory challenges, as well as investment opportunities surrounding tougher environmental laws; immediate, practice-specific profiles in American Lawyer, National Law Journal, ABA Journal.
- Help Washington law firm Venable respond to 2006 Midterm Elections by creating "Venable Election Watch Group" to comment on how shift in congress will impact multiple businesses. Substantive coverage for variety of firm's attorneys in NY Times, Boston Globe, Phila. Inquirer, USA Today, Dow Jones, Bloomberg, Forbes, The Deal, and key industry trades in health care, telecom, public policy, entertainment, transportation, other sectors.
- Manage press on behalf of international group of institutional investors challenging News Corp for extending an anti-takeover poison pill provision without shareholder approval, as mandated by company bylaws. International press response in U.S., UK, Australia, including WS Journal, Financial Times, NY Times, all wires, all major business and entertainment business media. News Corp ultimately agrees to investor demand to put proposal before shareholder vote.
- Our office directed ongoing press effort for group of New York Stock Exchange seat holders in closely-watched lawsuit opposed to terms of NYSE merger with Archipelago Holdings; widespread coverage in all major business media; daily press briefings and contact w/WS Journal, NY Times, USA Today, Forbes, LA Times, Marketwatch, AP, Reuters, Bloomberg, Dow Jones; case filed in spring 2005, settled in November 2005; served as spokesman for seat holders group and lawyers representing the plaintiffs.
- Publicity for lawyers representing golfer Tiger Woods in successful litigation against yacht manufacturer over unauthorized use and reproduction of Woods' name/likeness – active press at various stages of case, including settlement reached in May 2006, with subsequent broad publicity internationally.
- Press launch of World Heritage Sites – ambitious joint program on sustainable tourism between travel services company Expedia and United Nations Foundation, promoting 812 landmark cultural/historic/natural travel destinations worldwide; strategy and execution of official rollout November 2005 – initial press coverage includes Wall Street Journal, Associated Press, New York Times, Financial Times, travel industry press.
- Press counsel for Sayaka Kobayashi, woman bringing sexual harassment claims against CEO of Toyota North America in lawsuit filed in New York in May 2006; stirred worldwide press coverage in US, Asia, Europe, including stories in New York Times, Wall Street Journal, all news wires, Forbes, Business Week; case highlights not only misconduct by Toyota's top US executive, but company's botched handling of serious harassment charge by longtime employee who was executive assistant to CEO. Case settled in only five months after filing, a certain recognition of the enormous attention and pressure generated by worldwide publicity.
- Directing press for high-profile litigation by Teachers Retirement System of Louisiana against AIG Corp. over extensive self-dealing practices in connection with C.V. Starr – major coverage for this suit in 2005 – the case has been at the center of firestorm around AIG for corporate governance failures. Regular stories in NY Time, WSJ.

- Our office organized press conference for Olympic gymnast Paul Hamm following decision by Court of Arbitration for Sport to allow Hamm to retain his gold medal from Athens summer games; enormous press coverage for this event and aftermath, Oct. 2004.
- We ran press for the largest survey to date identity theft and online fraud, jointly issued by the Better Business Bureau and Javelin Research, a study involving more than 4,000 consumers released in Jan. 2005. Huge national media – Wall Street Journal, Forbes, Time Magazine, MSNBC, Associated Press, Reuters, etc.
- Ongoing publicity for lawyers representing shareholders of former telecom provider Global Crossing; series of settlements announced in 2004-06 totaling \$444 million, among 10 largest securities class actions on record. Broad, high-level press coverage in financial, legal, business and telecom media.
- Litigation PR for lawsuit brought by group of US Navy SEALs against the Associated Press for exposing their identities through unauthorized publication of personal web photographs; case brought in California drew international press coverage when filed in December 2004.
- Directed press outreach on law firm merger, Pillsbury Winthrop LLP with Shaw Pittman LLP, announced February 2005; advised on media strategy, prepared external materials/internal messaging/FAQs; handled major national contact – prominent news story in Wall Street Journal, massive legal industry and also wire coverage.
- Announced departure of U.S. Under Secretary of Homeland Security Asa Hutchinson, returning to private legal practice at Venable LLP in Washington, to head that firm’s homeland security law practice, March 2005: extensive press coverage across political and government media, as well as stand-alone stories in NY Times, Wash Post, Associated Press, CNN and other national press.
- Helped launch new customer-to-customer money transfer product introduced by Wells Fargo online bank – automatic, real-time transfer of funds between WF account holders; we will help publicize other new roll-outs for country’s leading online bank in 2005.
- Directed press for Fulbright & Jaworski survey of corporate counsel on US business litigation trends, the broadest study to date on litigation issues by corporate law departments. Includes direct commentary on what in-house counsel think about their law firms. Huge horizontal/vertical press coverage – NY Times, Business Week, Bloomberg, Reuters, Dow Jones; more than 200 stories, including original pick-up across segmented key industry media – real estate, tech, manufacturing, energy, insurance, health care, financial services.
- Behind-the-scenes press counsel to Ruth Jordan, “Juror Number 4” in the Tyco trial, in helping her navigate massive media onslaught following abrupt mistrial of Tyco defendants; helped secure joint interview with CBS Sixty Minutes (Dan Rather) in conjunction with the New York Times, April 2004.
- Direct press for news of \$425 million shareholder settlement with Global Crossing, Inc., among largest securities class action settlements on record, including \$55 million contribution from former Global Crossing chairman Gary Winnick; additional large settlements with Citigroup, Arthur Andersen. Broad press coverage: WS Journal, NY Times, Wash Post, LA Times, all news wires, telecom and legal press. Representation for Grant & Eisenhofer, shareholder law firm.
- Our office prepares quarterly news announcements for law firm Morrison & Foerster summarizing firm’s increasing corporate finance/capital markets activity – M&A; debt-equity financings; IPO’s; real estate financings
- Publicity for business intelligence survey prepared by Deloitte & Touche examining role of background checks in emerging markets transactions – “Look Before You Leap.” Prominent placements include Wall Street Journal, Investment Dealers Digest, Dow Jones; fall 2005.

- Press coverage for law firm Pillsbury Winthrop's role as bond counsel to state of California for issuance of \$11 billion in economic recovery bonds, the largest long-term bond issue ever in California; financing recognized as "Deal of the Year" by the Bond Buyer, December 2004.
- Our office routinely publicizes high-profile lateral hire announcements by our client firms, with substantial coverage results. We handle professional interviews, news releases and outreach, with regular pick-up in NY Times/WS Journal as well as relevant industry media. Notable hire assignments have included: former general counsel of AIG moving to Pillsbury Winthrop; former SEC field office director joining Morrison Foerster; former US Secretary of Transportation joining Venable in Washington; former US Attorney in Houston joining Fulbright & Jaworski; former chief auditor for UN Oil-for-Food Investigative Committee joining Deloitte & Touche.
- Managed press for merger that formed Sidley Austin Brown & Wood, Feb-May, 2001: fifth-largest law firm in the US, with 1,550 attorneys worldwide, \$800 million in revenues. Continue as prime media counsel/contact for Sidley, including intense response following loss of firm's World Trade Center offices on Sept. 11, leading to three major articles in NY Times profiling Sidley's successful recovery efforts.
- Steady stream of news for Sidley – ranked Number 1 corporate finance law firm in U.S. (Thomson Financial); No. 2 transactional firm in U.S. (American Lawyer Corporate Scorecard); No.1 law firm in client Service (BTI Consulting survey of in-house counsel); No. 5 corporate litigation firm in U.S. (National Law Journal); No. 2 U.S. law firm in Europe (The Lawyer, UK); preeminent Supreme Court/appellate practice; acquisition of leading international trade practice; case development press and frequent media sourcing; ongoing projects tied to FDA-healthcare, securitization/capital markets, litigation, intellectual property, public finance; we work for NY, Chicago, Los Angeles, San Francisco, Washington, DC offices.
- Press outreach for *GAO v. Cheney* – Government Accounting Office's attempts to secure White House energy policy documents from Vice President Dick Cheney; this federal trial garnered wide-ranging national news coverage in 2002/2003, including A-1 stories in NY Times and Washington Post.
- Large-scale press for major institutional shareholder lawsuits throughout 2003 -- \$300 million recovery by DaimlerChrysler shareholders, one of largest federal securities settlements on record; major corporate governance settlement on behalf of institutional investors of Siebel Systems (Aug 2003); settlement with HealthSouth Corp, to overhaul board of directors and hold shareholder elections (Dec 2003). Grant & Eisenhofer litigations, with news coverage across all wires, NY Times, WS Journal, Wash Post, other outlets.
- Managed press on behalf of leading equity holders of Adelphia Corp. seeking to install new corporate governance; broad business/financial coverage, January 2003; simultaneous press effort for unsecured creditors of 360 Networks in a \$100 million preferential treatment action against Nortel Networks.
- Served as press spokesman for CSFB banker Frank Quattrone during investigations by NY Attorney General and US Attorney, NASD regulators; February/March 2003. Respond to enormous national business media barrage.
- Spokesman for Harlan Waksal, former CEO of ImClone Systems, upon FDA approval of Erbitux drug, February 2004.
- Wrote op-ed piece for the Los Angeles Times taking on food critics challenging the standards of Zagat surveyors, published November 2003.
- Press project for prominent NY arbitrageur, fund manager and shareholder rights' advocate Guy Wyser-Pratte to publicize \$20 million shareholder fraud suit against German submarine manufacturer Babcock-Borsig; feature stories on the case in NY Times and WS Journal's "Heard on the Street" column; spring 2003.
- Press effort for former U.S. Senator Birch Bayh, partner at Venable in Washington, opposing Department of Education proposals to seek changes to Title IX legislation mandating gender equality in collegiate sports;

Senator Bayh authored Title IX in 1972. Coverage in NY Times, Wall Street Journal, Washington Post, ABC Radio, Associated Press; co-authored, placed opinion essay for Senator Bayh in Baltimore Sun, Feb. 2003.

- Press for Deborah McCrann, former Smith Barney managing director, most senior executive to bring a gender discrimination case against the company, arbitration in July 2003, with C-1 story in Wall Street Journal, subsequent coverage CNN, Reuters, Bloomberg, Newsday.
- Press for institutional shareholders in litigation against Siebel Systems for corporate governance abuses – California court holding that Siebel founder and board of directors could be liable for punitive damages for wasting corporate assets in stock option compensation – broad news coverage July 2003.
- Publicity for federal class-action lawsuit challenging Florida Voting Rights Act prohibiting former felons from voting in Florida elections; *Johnson v. Bush* co-counseled by Morrison & Foerster and Brennan Center for Justice. Co-authored op-ed for former Deputy U.S. Attorney General Eric Holder in support of plaintiffs.
- Directed press for one of largest class action insurance coverage cases ever filed, on behalf of Holocaust survivors; our publicity helped advance a \$100 million international settlement in 1999.
- Successful launch of “Cash-Flow at Risk”, new long-term enterprise risk management model for benchmarking earnings volatility among non-financial companies introduced by NERA, 2001 (press coverage in Business Week, Institutional Investor, CFO Magazine, Risk, Wall Street Journal, International Finance).
- Launch of Homeland Defense practice for Venable law firm, fall 2002, multi-disciplinary legal/regulatory group led by legislative and government contracts – feature news coverage: Federal Paper, Legal Times, Washington Business Journal, Inside Pentagon. Ongoing press for Venable in Washington Post, Wall Street Journal, National Journal, Influence, including coverage of firm’s corporate governance work post-Sarbanes Oxley.
- Press for Millennium Partners honors for “Deal of the Year” by International Hotel Investment Conference, pegged to Millennium acquisition of six Ritz-Carlton Hotels in New York, Boston, Washington, May, 2001.
- Major feature coverage on Millennium residential properties, including two Sunday NY Times profiles, as well as Wall Street Journal story on \$40 million apartment at Ritz-Carlton, Central Park South: 2001-02. NY Times coverage of Millennium’s offering of \$265 million in eleven luxury condominiums at Ritz-Carlton, Central Park South, richest block of residential real estate in U.S.
- “What company would you most like to see run the US government?” – Brouillard Communications survey on corporate reputation; coverage in NY Times, Associated Press, etc. Successful follow-up campaign, “What company would you like to be installed as CEO for a day?” Wall St. Journal, Financial Times, AP, Barron’s.
- Direct press for major pay & promotion discrimination lawsuit against Morgan Stanley brought by ex- M-S principal Allison Schieffelin, who became center of EEOC class-action lawsuit against the bank. Gender bias case yielded far-reaching press coverage from NY Times and WS Journal to USA Today, Barron’s, Financial Times, plus all national newswires and NY television/radio media. Case proceeding to trial, 2003.
- Direct publicity for Bouley Bakery while this highly popular NY restaurant was hub of international press interest for its role in feeding relief workers at World Trade Center Ground Zero through Red Cross contract; press for reopening of Bouley Restaurant in 2002, including A-1 story in Sunday, NY Times, Feb. 2002.
- Press for introduction of first Zagat Movie Survey, extension of popular Zagat consumer voting into first online poll for *Zagat Survey of 1,000 Top Movies* to debut fall 2002. Direct publicity for release of 2003 Zagat NYC Restaurant Survey – full-court coverage from WS Journal, NY Times, all major wires and NY daily news media.
- Write monthly “Dear Reader” remarks for Tim/Nina Zagat introducing each issue of ZagatWire, company’s successful premium online newsletter, discussing food/dining trends and perspective.

- Press for NERA survey of largest US corporate law departments projecting spending on outside law firms in 2002 – coverage in Bloomberg, American Lawyer, Euromoney, Corporate Legal Times, Corporate Counsel.
- Publicity for *Raising Capital for Dummies*, populist handbook for entrepreneurs seeking financing authored by renowned venture capital attorney Joseph Bartlett, partner at Morrison & Foerster in New York; separate coverage in Wall Street Journal and Dow-Jones, Daily Deal, Inc., Crain's, Bloomberg; summer 2002. MoFo mock venture capital negotiation event drew business section coverage in New York Times, Dow-Jones.
- Wrote published introduction to gallery exhibit of paintings by noted 20th Century landscape/still-life artist Samuel Halpert, on behalf of real estate developer Christopher Jeffries, CEO of Millennium Partners, who collected Halpert's work. The exhibit marked the opening of the Ritz-Carlton Residences on Central Park South in New York City, February 2001.
- Led aggressive three-year press effort in connection with closely-watched antitrust suit brought against 3M Corp by Lepage's Corp. Jury trial awarded Lepage's \$68 million verdict in Oct. 1999.
- Manage massive publicity for two media industry research volumes produced annually by Veronis Suhler Stevenson – the *Communications Industry Forecast* and *Communications Industry Report*; USA Today called these two books “must-reading for anyone in the media business.” Broad coverage across business, financial, entertainment and media industry trade press, establishing Veronis Suhler as preeminent media merchant bank.
- Introduction of *VSS 100 US Index*, new online stock index tracking daily market performance of 100 most important media/communications companies as tracked by Veronis Suhler Stevenson, November 2002.
- Press effort for launch of new e-business best-practices maturity model created by PricewaterhouseCoopers, dubbed “the first Dr. Spock tool for assessing healthy online business development.
- Wrote “Manager's Journal” column in Wall Street Journal discussing controversy over high-priced New York restaurant Alain Ducasse for Tim and Nina Zagat; published August 2000: “Is There a Chef in the House?”
- Wrote Op-Ed column in New York Times pleading for more traditional service values in New Economy customer service models for Ritz-Carlton president Horst Schulze; published August 2000: “Since When Did I Ask to Help Myself?” Have written, placed four previous by-liners for Sunday NY Times Business section.
- Wrote bylined article extolling revival of Harlem restaurants, “Harlem on My Plate,” for Tim Zagat, published NY Times special section on Harlem, July 2001.
- Developed and launched PR for new business-to-business Internet encryption security offering by PricewaterhouseCoopers, BeTrusted, introduced May 2000.
- Managed press for roll-out of major e-business CRM initiative for PwC Consulting, Oct. 2001; broad industry coverage and accompanying op-ed touting cross-channel integration as new paradigm for CRM practices.
- Wrote/edited four commentaries discussing policyholder insurance coverage issues for Anderson Kill attorneys that appeared in Sunday NY Times Business section as Viewpoint columns.
- Rollout of a new computer forensic lab created by Deloitte & Touche's investigative services unit, built around applications originally created for government intelligence community -- retrieval of lost or deleted files, electronic fraud detection; anti-money laundering detection. National press coverage as well as key market publicity in San Francisco, Dallas, Boston.
- Launch of 6,000-acre residential development undertaken by the legendary Greenbrier Resort in White Sulphur Springs, WVA, for client Dolan Pollak & Schram. NY Times, Wash Post, WS Journal coverage.

- Rollout of new investment management services for PPM America, managers of \$42 billion in U.S. assets across high yield bonds, equity, distressed securities, and private finance. Our efforts led to unprecedented coverage for PPM, owned by Prudential, the UK's largest insurer. NY Times Sunday Business feature.
- Announcement of National Credibility Index ranking information sources pertinent to individual investors; immediate coverage on Page 1 of Wall Street Journal, Barron's, Associated Press.
- Hugely successful press outreach on Zagat Survey announcement of \$31 million equity infusion – AP and CNN referred to Zagat as the “category killer” for rating restaurants in the U.S., a fitting testament to our 14 years of work in pre-selling Zagat to broad range of US and international media

Additional Client Sampling (1986-2010)

- ◆ *Zagat Survey* – served as prime press relations agency for Zagat, restaurant/travel/food: 1986-2004
- ◆ *Expedia* – Broad editorial assignment for country's leading online travel services company: 2005-06
- ◆ *Deloitte & Touche* – Press for Financial Advisory Services Group – broad practice line publicity: 1996-2006
- ◆ *Wells Fargo* – National business/consumer PR for leading online bank – products/e-payment: 2003-07
- ◆ *Foley & Hoag* – National press counsel for Boston-based law firm w/prominent IP, corporate work: 2007-11
- ◆ *Fulbright & Jaworski* – Press relations for international law firm; annual litigation trends survey: 2004-08
- ◆ *Q-Finance* – Press launch for ambitious financial content book/web site backed by Qatar government: 2009-10
- ◆ *Irell & Manella* – Ongoing press for one of country's leading intellectual property law firms: 2005-2010
- ◆ *Fasken Martineau* – US-based PR for Canada's third largest law firm, 2007-10
- ◆ *CPA Global* – U.S. press for leading intellectual property/legal services outsourcing firm, 2009-10
- ◆ *Stone Pigman* – Press for leading New Orleans corporate/litigation law firm, 2010
- ◆ *Thelen Reid* – Project publicity for finance for international law firm: corporate, IP, litigation, project, 2007-08
- ◆ *Chapman and Cutler* – Chicago/San Francisco-based corporate finance and public finance law firm; 2005-08
- ◆ *Sidley Austin Brown & Wood* – firmwide PR responsibility for one of world's largest law firms: 2001-2004
- ◆ *Pillsbury Winthrop Shaw Pittman* – Press for international law firm 2002-06, including major merger
- ◆ *The NewsMarket* – Leading online platform for companies to post original video content, 2008
- ◆ *LECG* – National economic consulting and expert witness research and advisory firm; 2007-2011
- ◆ *Next Investments* – Financial products firm, developed portfolio of currency-based exchange traded funds 2009
- ◆ *Grant & Eisenhofer* – Leading securities and corporate governance law firm representing institutional investors
- ◆ *Bernstein Liebhard* – Press projects for leading securities and mass tort law firm: 2009-2010
- ◆ *Phillips Club, NY* – First New York fractional ownership residence, developed by Millennium Partners
- ◆ *CDR Financial* – Ongoing crisis counsel for national financial risk management/public finance advisor: 2006-10
- ◆ *Herrick Feinstein* – Project publicity for entertainment law practice at NY law firm, 2008
- ◆ *Restaurant Associates* – press counsel for leading bicoastal restaurant and private dining operator
- ◆ *MediaNet* – Pioneering digital content and technology provider for leading online entertainment services
- ◆ *Veronis Suhler Stevenson* – 6-year representation of NY media merchant bank with \$1 billion private equity fund
- ◆ *Anderson Kill & Olick* – 10-year representation of NY law firm, preeminent in insurance coverage litigation
- ◆ *Ritz Carlton Hotel Co.* – press assignment to advance R-C's total quality management programs
- ◆ *DPS Development* – developer of luxury sporting colonies in US/Caribbean, part of Greenbrier Sporting Clubs
- ◆ *NERA* – (National Economic Research Assoc.) – global economic consultant, owned by Marsh & McLennan
- ◆ *Millennium Partners* – Developer of \$4 billion portfolio of Ritz-Carlton/Four Seasons hotels and residences
- ◆ *PricewaterhouseCoopers* – media for e-business projects and global CRM practice; product launch, op-eds
- ◆ *PPM America* – Chicago institutional money manager, \$42 billion in assets, publicity for all asset classes
- ◆ *Outten & Golden* – Leading labor/employment law firm in NYC, with high-profile litigation caseload
- ◆ *Brays Island Plantation* – award-rich, 5,500-acre membership sporting community in Beaufort, SC
- ◆ *Hudson Ventures* – NY venture firm focused on early-stage technology companies, PR for \$130 million fund
- ◆ *Glass & Assoc.* – financial advisor specializing in bankruptcy, turnaround and corporate restructurings
- ◆ *Zenith Media* – \$4 billion media services and communications planning agency, firm and research publicity

- ◆ *Water Tower Capital* – Chicago financial advisor/institutional fund manager focused on distressed securities
- ◆ *Online Retail Partners* -- \$100 million e-business investor/incubator for established retail companies
- ◆ *Health Management Associates* – Naples, FL-based owner/operator of 37 hospitals in 12 states (HMA)
- ◆ *Eldervision* – first Internet services company aimed exclusively toward senior market
- ◆ *New York 1 News* – only outside PR advisor used by Time-Warner’s all-news cable channel
- ◆ *Brouillard Communications* – press projects for WPP-owned corporate identity advertising agency
- ◆ *Capital Market Risk Advisors* – financial advisory firm expert in derivatives risk management
- ◆ *Antenna Software* – provider of network software for IT and computer field services market
- ◆ *Citarella* – New York specialty and fancy food retailer, announcing ambitious expansion efforts
- ◆ *PRSA Foundation* – publicity for public initiatives arm of Public Relations Society of America
- ◆ *Ford Plantation* – residential sporting colony, Savannah, GA, former Henry Ford estate
- ◆ *Brays Island* -- 5,200-acre sporting colony in Beaufort, SC; first project by Dolan/Pollak/Schram
- ◆ *Acoustigude* – original provider of museum audio tours as company went through relaunch
- ◆ *Stribling & Assoc.* – NY residential broker, to publicize NY real estate trends and firm news
- ◆ *Juno Partners* – publicity for launch of Wall Street’s first women-owned merchant bank
- ◆ *Jupiter Beach Hilton* – beachfront hotel in Jupiter, FL, renowned for annual giant sea turtle egg-laying ritual
- ◆ *McDermott, Will & Emery* – litigation press projects for NY office of large Chicago law firm
- ◆ *FPG* – one of America’s oldest commercial stock photo agencies, including work on major copyright law suit
- ◆ *Brush, Kunz & David* – San Francisco investment bank specializing in outdoor advertising industry
- ◆ *Phoenix Laser Systems* – medical diagnostic firm deploying Star Wars technology for laser surgery to eyes
- ◆ *The French Reflection* – successful Los Angeles-based importer/distributor of luxury vanity/shaving mirrors
- ◆ *Successful Writing Group* – NY business writing coaches, tutored NY police force on improving writing skills

Prior Agency Experience

Brouillard Communications (1985-86)

Management supervisor for corporate PR and advertising affiliate of JWT. Client responsibilities included international insurance broker Johnson & Higgins, Atlantic Mutual Insurance Co. Participated in new business pitches to corporate accounts. Promoted to co-head of PR unit before leaving to take magazine editing job.

Fred Rosen Associates (1981-85)

Account manager for influential PR boutique. Primarily serviced Aga Khan Foundation, Paris-based operations for the Aga Khan, with high-profile projects in Islamic architecture, publishing, Third World development. Other assignments included Costa Smeralda resort in Sardinia (sponsor of the Italy’s first challenge to the America’s Cup in 1983), The Ford Foundation, The New York Times Co., American Express and Amex Office of Chairman (we helped introduce the AmEx Platinum Card), American Stock Exchange, and The Fresh Air Fund (including crisis work). This job was a remarkable introduction to senior-level public relations.

Journalism Experience

From 1976-89, I held a variety of newspaper and magazine jobs, including: staff writer at **Time Magazine**, writing international news stories, Press and Living columns, and obituaries (Japanese Emperor Hirohito, pianist Artur Rubenstein). Staff writer at **People Magazine**, writing celebrity profiles and interviews: (Arthur Ashe, David Mamet, Isaac Bashevis Singer, Arnold Schwarzenegger, Paul Newman, Angela Lansbury). From 1986-89, I was articles editor at **American Photographer**, assigning, editing and writing feature articles on world-class photographers (Elliot Erwitt, Edward Weston, Philippe Halsman, Robert Mapplethorpe, Winston Link, Cornell Capa, Sebastiao Salgado). This job overlapped with my first independent PR engagements, including the start of my relationship with Zagat Survey.

Prior to Time, Inc., I was a culture reporter and first-run film/theater critic for the **Hearst newspapers** in Baltimore (1979-80). I spent my first three years after college as an editor/writer at American Heritage's **Horizon Magazine**, with frequent bylines on feature articles about music and theater. Job included text editing, acquisition of new writers.

As a freelance writer, I have contributed to The New York Times, USA Today, TV Guide, Newsday, GQ, McCall's, Parenting, Washington Star, Channels of Communications, Pittsburgh Post-Gazette, Avenue, NY Daily News, Urban Land, Time-Life Books. In 1980s I was NY correspondent for Time, Inc.'s TV-Cable Week reporting on television and entertainment. Scriptwriting for Acoustigude, including exhibits at the Whitney Museum and Brooklyn Museum of Art.

Education

- Washington University, St. Louis; BA in English, 1976. Elected to Phi Beta Kappa
- University of Pennsylvania, junior semester, Annenberg School of Communications 1974

References

1. Tim/Nina Zagat, co-founders, Zagat Survey
2. Arthur Robinson, corporate partner, Simpson Thacher & Bartlett
3. Karl Racine, managing partner, Venable LLP, Washington
4. Jay Eisenhofer, name partner, Grant & Eisenhofer
5. Mark Young, former chief marketing officer, SNR Denton (formerly Sonnenschein Nath & Rosenthal)
6. Alison Frankel, former editor of AmLaw Litigation Daily, now edits legal blog for ThomsonReuters
7. Edward I. Adler, former director of corporate communications, Time-Warner, NY
8. Paul Barrett, deputy managing editor, Business Week, New York
9. Robert Owen, former chair of NY litigation practice, Fulbright & Jaworski
10. David Bouley, chef/owner, Bouley

Allan Ripp Bio

Allan Ripp is principal of Ripp Media, a New York-based press relations practice with a concentration in law firms, corporate finance, real estate, wealth management and digital media companies. The firm maintains a low agency profile, effectively operating as a de facto news and editorial services office for clients, which have included some of the country's leading law firms and professional service providers. Mr. Ripp has extensive experience in litigation media relations, having worked with both major corporate and white collar defense firms as well as prominent plaintiffs' counsel. He also spent 17 years as press counsel and agency of record for the Zagat Survey, publishers of the popular restaurant and travel guides. Ripp Media has frequently had a roster of former practicing attorneys on staff. Mr. Ripp was previously a print journalist, having been a staff writer for Time Magazine and People Magazine, as well as an editor with CBS magazines, a reporter with the Hearst newspapers and a contributor to The New York Times. Among the law firms Ripp Media has represented include Morrison & Foerster, Sidley Austin, Venable, Pillsbury Winthrop, Fulbright & Jaworsky, and Foley Hoag. Professional services clients have included Deloitte & Touche, PricewaterhouseCoopers, NERA and BDO Seidman.

Speakers | Allan Ripp

ALLAN RIPP is principal of Ripp Media, a New York-based press relations boutique that for more than 20 years has represented leading law firms, professional services firms, financial institutions and consumer brands. We maintain a low agency profile and typically operate as an in-house press office for our clients. The firm has a strong track record in publicizing high-profile litigation matters, as well as major transactions and law firm practice groups of every description. We've represented AmLaw Top 25 firms as well as Top 100 and Top 200 firms, both as agency of record and on key projects. That includes several large law firm mergers and countless practice acquisitions and lateral



Principal
Ripp Media/Public Relations

hire announcements. We've had a hand in developing innovative law firm initiatives, such as Fulbright & Jaworski's annual Litigation Trends Survey or Venable's Election Watch Analysis, or Grant & Eisenhofer's Shareholder Activism Handbook. We provide extensive editorial services and regularly help attorneys and other clients write and place articles that have appeared in The Wall Street Journal, New York Times, Forbes, Business Week, Marketwatch, Washington Post, The Deal, Chicago Tribune, Los Angeles Times and other high-impact outlets. A Columbia Law Review article cited our firm as an exemplar of aggressive litigation publicity. We have also handled many crisis assignments, including those on behalf of our clients' clients. Allan is a former print journalist, having worked as a staff writer at Time and People Magazines, as well as a reporter with the Hearst newspapers and an editor at CBS Magazines and American Heritage publishing. His byline has appeared in the New York Times, USA Today, TV Guide, AOL News, GQ, Newsday, New York Daily News, Urban Land and elsewhere. Allan served for many years as director of public relations for Zagat Survey, publisher of the popular restaurant and hotel guides. Other noted clients of Ripp Media have included Deloitte & Touche forensic accounting and investigation practice, PricewaterhouseCoopers, Wells Fargo Online Bank, Expedia, Ritz-Carlton Hotel Corp., BDO Seidman corporate investigation group, Prudential plc., and Zenith Media. Allan is a phi beta kappa graduate of Washington University in St. Louis. He can be reached at arippnyc@aol.com or 212-262-7477.

THE WALL STREET JOURNAL

WSJ.com

JANUARY 7, 2009

Legal Run-Ins Dog the Firm in New Mexico Probe

By [SARAH MCBRIDE](#) and [LESLIE EATON](#)

The financial company under federal investigation in the sale of state-issued bonds in New Mexico has a history of making campaign contributions in the states and localities where it has worked in a largely unregulated corner of municipal finance.

Federal authorities are investigating whether CDR Financial Products contributed to two political-action committees belonging to New Mexico Gov. Bill Richardson in exchange for more than \$1.5 million in work advising the state's bond operations.

Mr. Richardson has denied any wrongdoing but withdrew his name Sunday from consideration for commerce secretary in the Obama administration, citing the investigation. A CDR spokesman, **Allan Ripp**, said the firm hasn't engaged in any illegal pay-to-play practices and "has steadfastly cooperated with any government inquiry."

New Mexico Gov. Bill Richardson, right, enjoys a lighter moment Monday after withdrawing as President-elect Obama's pick for Commerce secretary.

Much of CDR's business involves helping cities and states invest the funds raised by the sale of government bonds slated for such projects as housing and transportation. Because municipal bonds are considered safe and are usually tax-exempt, investors accept lower interest rates. Complex federal regulations are supposed to prevent governments from reaping windfall profits by investing that low-cost money in higher-yielding securities. But for decades, Wall Street has come up with ways to get around those rules or to turn them to its own profit.

CDR has built an extensive business profiting from local bonds, but it hasn't always been smooth sailing. In 2007, the Securities and Exchange Commission settled a civil case against the firm involving three Florida bond issues going back to 1999. The commission contended the firm had a secret deal to collect fees on bond proceeds that had been invested and not yet spent for housing or health care. CDR didn't admit wrongdoing, but agreed to a cease-and-desist order prohibiting it from violating antifraud provisions of the securities laws.

"Some of the regulations are quite confusing, but Mr. Rubin has always tried to abide by the law," said Dick Beckler, a lawyer for David Rubin, CDR's principal.

The Justice Department has investigated the municipal-bond market over the years to determine whether financial firms won jobs in exchange for political donations or other favors. In 1995, the Municipal Securities Rulemaking Board cracked down on bankers by restricting certain employees of broker-dealers from making political contributions. But such firms as CDR aren't subject to the same restrictions because they don't directly underwrite deals, acting only as unregulated advisers.

Since 1995, Mr. Rubin has donated more than \$212,000 to federal election campaigns across the country, according to Federal Election Commission records. He also frequently has given to races in states where his firm did business, including at least \$67,500 to campaigns in Pennsylvania and \$35,000 to races in California since 2001.

Mr. Rubin's donations were "not to be pay for play, but to be active in the political process," said CDR's Mr. Ripp.

Among the donations Mr. Rubin's company made to Mr. Richardson's political-action committees was a \$75,000 contribution in June 2004 to Si Se Puede Boston 04. Mr. Richardson formed the committee in February of that year to "undertake activities in relation to participation of the Latino community in the 2004 Democratic National Convention," according to the group's filings with the Internal Revenue Service.

The donation was by far the largest received by the group, and accounted for close to a quarter of the \$331,000 that it raised. (The next-largest donations were for \$25,000.) The group spent tens of thousands of dollars on hotels and airfare at the convention, according to IRS filings, but also transferred about \$90,000 to the Democratic Governors Association, after Mr. Richardson became its chairman in December 2004; such transfers are permitted under campaign-finance rules.

The U.S. attorney for New Mexico, Gregory J. Fouratt, has declined to comment on the investigation, and a spokesman didn't return phone calls Tuesday.

Federal prosecutors have also begun to probe another CDR deal -- a \$96 million bond issue sold in 2002 for the University of New Mexico. A university spokeswoman said it was complying with subpoenas it had received for documents, which show CDR was to receive a \$56,000 fee for participating in the deal, and had already gotten \$10,000. CDR declined to discuss the investigation.

The 47-year-old Mr. Rubin was born in Mexico and founded his firm at the age of 25, originally calling it Chambers, Dunhill & Rubin, but Mr. Rubin invented the other to names to "show that the firm had some mahogany polish to it," said Mr. Ripp.

In early 2003, Mr. Rubin served as an unpaid adviser to then-newly elected Pennsylvania Gov. Edward Rendell, advising him on revenue issues. Between 2001 and 2005, Mr. Rubin donated \$40,000 to Mr. Rendell's election committee. CDR's business with the state has included monitoring derivatives and working with its housing agency, said Mr. Ripp.

Mr. Rubin donated \$15,000 to Philadelphia Mayor John Street's election campaign from 2000 to 2003, records show. In 2003, Philadelphia hired CDR to advise the city on purchasing derivative contracts to hedge its interest payments.

Shortly before the transaction, Philadelphia Treasurer Corey Kemp attended the Super Bowl using tickets provided by CDR to a Philadelphia bond lawyer. Mr. Kemp in 2005 was found guilty of fraud by a federal court and sentenced to 10

years in prison for steering bond-underwriting business to certain bankers in exchange for gifts and favors. CDR wasn't named in any charges.

According to a federal affidavit in the case, CDR, with the help of the bond lawyer, solicited bond business from Mr. Kemp. The affidavit says CDR promised to provide more tickets to secure future bond deals.

In another situation, the IRS is conducting audits into whether CDR and French bank Société Générale SA fixed the prices of financial products used for proceeds from bonds issued in places such as Albuquerque, N.M. The IRS has said it believes the companies structured fees in a way that violated arbitrage regulations. Société Générale declined to comment; CDR's Mr. Ripp called the issue "a historic, long-tailed matter."

In 2006, CDR's offices were raided by federal agents, who removed documents and hard drives. CDR says the raid was likely in connection with an IRS audit.

But the IRS audits have led to further problems for CDR. Eighteen lawsuits by city and county governments and agencies were filed against CDR last year. Many of the suits cite IRS auditing in their complaints that prices were fixed on their own municipal bonds.

According to a search of federal court records, 11 of the complaints have since been closed, with some dismissed and others transferred to different courts.

Mr. Ripp notes that the municipal-bond markets froze up last year as the credit crisis grew, leading many clients to complain about "perfect storm conditions that had nothing to do with the terms of the deals that CDR worked on." He also says that CDR appears on the suits as one of multiple defendants, "including some of the biggest and best-known financial institutions in the world."

—Rhonda Rundle, Liz Rappaport and Nicholas Casey contributed to this article.

Write to Sarah McBride at sarah.mcbride@wsj.com and Leslie Eaton at leslie.eaton@wsj.com

O'Dwyer's/June 2008

RIPP WORKS ANTHRAX CASE

Ripp Media, a boutique New York firm that specializes in legal PR, is working with **Venable**, the high-profile law firm, in the wake of the suicide death of its former Army scientist client who killed himself last month after being targeted in the government's anthrax investigation.

RM is headed by **Allan Ripp**, a former staff writer for *Time* and *People*. He put out a strong statement on Aug. 1 attributed to two Venable attorneys saying "relentless pressure of accusation and innuendo" led to the death of their client, **Dr. Bruce Ivins**. The lawyers say their client was innocent and claim they would've proved that at trial.

The Department of Justice and FBI come under fire for the six-year investigation of the anthrax case. The DoJ paid another suspect, Steven Hatfill, \$5M in a legal settlement after he was said to be a "person of interest" in the case.

Ivins committed suicide last week after the government told him he would be charged with murder.

The DoJ's public affairs unit said on Friday that "significant developments" in the anthrax investigation have been made by the Department, FBI and U.S. Postal Inspection Service. The government calls the

investigation "Amerithrax" and says it is one of the most complex and comprehensive ever conducted by law enforcement.

Five people died and 17 others were injured in the 2001 anthrax mailings.