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PINEROCK ANNOUNCES NEW YORK EXPANSION BUSINESS COMMUNICATIONS COMPANY ADDS NEW BRANCH, PERSONNEL AND ACCOUNTS FOR 2009

New York, NY (January 8, 2008)---Award-winning business communications company, **PineRock** [<http://www.pinerock.com/>], today announces significant expansion for 2009, additions to management and creative teams, and an acquisition.

Founded in 1996 in Washington, D.C., PineRock has expanded its operations in New York City. This enables the communications firm to service clients more efficiently, and the new space will serve as the hub for client meetings and events, video, and training. "In this challenging economy, we have structured ourselves to be able to offer solutions that will meet our clients' strategic, creative and budgetary objectives," says Ed Romanoff, PineRock president and CEO.

The firm also announces the acquisition of **Prime Films** [<http://www.primefilms.net/>], an innovative video production company that specializes in web-based deliverables and production services. Its founder, **Noel Mihalow**, is now Senior VP, Film and Video for PineRock and she brings with her a roster of esteemed clients, including global leaders in the fragrance and cosmetic industries.

The acquisition combines one of the sleekest and most creative video production companies in New York with PineRock's expertise in effective business communications strategies. The in-house service enables PineRock to produce web and video media for clients more quickly and at more competitive prices.

PineRock adds two additional staff members during this time of growth. Business communications expert Ray Simon joins the company as Senior Vice President, General Manager. Longtime creative consultant Barbara Martin comes on board as Senior Creative Director and Writer.

During his two-decade career, **Ray Simon** has built an exceptional reputation in the business communications industry. Following the acquisition of his own company, RSI,

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he became the New York General Manager of the world's largest publicly-held communications firm. His most notable projects include the launches of both Viagra and Claritin; the merger events resulting in the formation of PricewaterhouseCoopers; and the ceremonies celebrating the Hong Kong hand-over to China.

Over the past five years, **Barbara Martin** has built a strong relationship with PineRock as a trusted consultant. She has worked in the pharmaceutical, financial services, franchise and retail arenas for more than 25 years. In addition to her many key production roles, Ms. Martin served as creative director and head writer of Time magazine's 75th Anniversary Gala at Radio City Music Hall.

About PineRock:

Since 1996, PineRock has produced massive launch events, meetings, award ceremonies and more in industries as diverse as Energy, Finance, and Pharmaceuticals. PineRock delivers critical messages to key audiences through dynamic Interactive Meetings, Events and Learning Experiences. PineRock's solutions have helped clients meet performance goals, capture greater market share, increase sales and improve profitability. Whether consulting with senior executives to further their management goals or staging an annual event for thousands of employees, PineRock generates experiences that appeal to the senses and provide results that achieve corporate goals. For more, visit www.pinerock.com <<http://www.pinerock.com/>>

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