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PUBLIC RELATIONS

For Immediate Release

PetersGroup Public Relations Enhances Management Team in Response to Market Needs

Industry Veteran Appointed Chief Strategy Officer and Senior VP of Client Services

AUSTIN, TX - November 18, 2009 - PetersGroup Public Relations, a leading Austin-based marketing and communications firm, announced today the appointment of industry veteran John Smolucha to the roles of Chief Strategy Officer and Senior Vice-president of Client Services. Smolucha will work directly with PetersGroup clients, helping them find effective and credible ways to drive awareness, engage constituents and create market-leading positions in today's rapidly changing landscape of social media and "conversation-based" marketing.

"John is a true visionary with a unique ability to translate strategic intent into clear, results-oriented execution plans," said Lauren Peters, founder and CEO of PetersGroup. "As a seasoned executive, John possesses a keen ability to empathize with client business demands while identifying the programs that align with overall business operations and revenue goals. He is a rare combination of exceptional strategic thinking and efficient tactical execution, and it is inspiring to watch our clients and organization resonate with his experience and leadership."

Smolucha has enjoyed a 20-year career of developing and executing the strategies that successfully reposition companies and create new market segments. Prior to joining the PetersGroup, he held executive positions at Movero Technologies, Enea AB, Motorola Semiconductor, Metrowerks Corporation, Encirq Corporation, and Software Development Systems. His experience spans a variety of industries ranging from healthcare to semiconductors to telecommunications software to mobile handsets.

About PetersGroup Public Relations

PetersGroup Public Relations, founded in 1997, provides results-driven programs that help companies meet their ongoing business and communications goals worldwide. Since it's founding, the agency has worked successfully with emerging businesses, Fortune 500 companies and associations to integrate the right mix of research, strategy, marketing and media. PGPR has generated measurable marketing and PR results for companies including IBM, Motorola, Hoovers and Sony Ericsson. The firm's experience spans a wide range of industries including technology, security, retail, financial services, mobile transportation and education. PGPR is a partner of WorldCom Public Relations Group, the world's largest network of independent PR firms, delivering flexible, coordinated and cost-effective campaigns worldwide.

For more information visit: www.petersgroupPR.com.

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