

NEWS RELEASE

Contact: Caitlin Fisher
202.274.1839
cfisher@hellermanbaretz.com

FOR IMMEDIATE RELEASE

**Hellerman Baretz Communications Wins PR News Award
for Outstanding Media Relations Work During Litigation**

Washington, DC, February 2, 2010 – Economists from the University of California estimate that the recent scandal involving Tiger Woods could cost his sponsors upwards of \$12 billion. This staggering sum speaks to the devastating effect that a corporate PR crisis can have on an enterprise, especially where litigation is involved. The lessons from the Tiger Woods scandal are plentiful, but perhaps the most significant for companies is that fallout from negative media coverage can irreparably damage their reputations.

Since its inception, Hellerman Baretz Communications (HBC) has provided strategic PR counsel to clients going through litigation and other types of corporate crises. Recently, PR News honored HBC for its media relations work on behalf of a client embroiled in a high-profile crisis situation. Led by co-partner Spencer Baretz in New York, the HBC team swiftly responded to its client's lawsuit by launching a massive media outreach campaign in under 24 hours. HBC provided its client a crash course in media training and successfully crafted and executed a thoughtful, strategic and targeted plan to combat negative press.

A consistent leader in high-stakes PR, HBC has a demonstrated track record in helping its clients preserve their reputations during times of crisis. In 2009, HBC co-founded the Crisis and Litigation Communicators Alliance (www.clc-alliance.com) expanding its global reach and joining forces with many of Europe's leading litigation PR firms. HBC has counseled clients on litigation matters ranging from products liability to harassment and discrimination suits to antitrust matters.

"We are thrilled to receive this recognition, especially since litigation PR is a discipline that will only continue to grow as legal disputes rise," said John Hellerman, HBC's co-partner. "The award is a great honor, and we were happy to have helped our client preserve its reputation and avoid the potential PR pitfalls of the lawsuit."

Hellerman Baretz Communications LLC (www.hellermanbaretz.com) specializes in PR-fueled business development campaigns, crisis communications and litigation public relations for the world's leading law firms, consulting firms and financial services companies and their clients. Since its founding in 2002, the company has won more than a dozen awards for its work and was recently named to Inc Magazine's list of the 5000 fastest growing companies in America for the second year in a row.

###