

OVERVIEW — CORPORATE

ABOUT SCHNEIDER ASSOCIATES

Founded in 1980, Schneider Associates is an independent public relations and marketing communications firm headquartered in Boston. Recognized as a leader in conducting innovative, multi-faceted launches for products, services, companies and communities, Schneider Associates helps clients create and sustain visibility in an increasingly crowded and competitive marketplace.

That's the short form.

What you really need to know about us is how we approach your business, and prevent you from ending up on page 10 of Google.

We've turned the one-dimensional, let's-see-how-many-press-clippings-we-can-get business model into a sophisticated marketing communications industry that crosses all kinds of barriers, both technological and generational. Don't get us wrong, media relations is the bedrock of all our campaigns, but today, there are so many more ways to deliver your messages beyond traditional media. We like exploring new media territories – and you will too when you see the results.

Whether we're launching new products, services, companies or communities, handling a crisis or orchestrating a special event, our motto is 'give us a piece of business, you'll see what we can do - and then you'll give us more.'

And the beauty of this approach is that our client's businesses keep growing. How cool is that?



WORLDCOM PUBLIC RELATIONS GROUP

WORLDCOM Public Relations Group is the world's leading network of independently owned public relations counseling firms, located in almost 100 cities, 50 countries and on six continents. As a WorldCom Partner, we offer our clients national and international presence and clout – benefiting from our partners' local knowledge and global experience.

www.WorldcomGroup.com

ABOUT CORPORATE

Schneider Associates. A client hires us for a traditional PR, B2B marketing or an internal communications assignment and somehow the work expands. We wind up providing new and innovative solutions to all kinds of challenging issues including crisis communications or mergers and acquisitions.

Like the time we were hired to conduct regional media relations which turned into a crisis management assignment, which morphed into a corporate marketing assignment to launch a merger with an international company. Or the time we were retained to execute a traditional PR campaign and ended up doing a mission and vision session which developed into a corporate advertising campaign – you get the idea.

We do it all – from shaping the communications decisions that can impact your business, to handling regional, national and international media relations. We get you in front of the right audiences. We're not afraid to be creative, suggest a new perspective or work with your team to solve a thorny issue.

With an agency as diverse as ours, new ideas abound. Because we work in other disciplines, we can recommend new ways to make your business even more successful. Not only do we act as your marketing department, we're a trusted business advisor whose goal is to impact your bottom line.

CORPORATE SERVICES

Our professionals have diverse skill sets and educational backgrounds, as well as expertise in a variety of communications disciplines. With our integrated approach and strategic perspective, we can help you reach your goals.

- Corporate Positioning
- Mergers, Acquisitions and New Venture Communications
- Executive Communications
- Media Relations and Training
- Product and Service Launches
- Crisis Management
- Internal Communications
- Financial Communications
- Litigation Communications
- Web Sites and Collateral Materials

CONTACT US

We look forward to talking to you about how Schneider Associates can help your company or project stand out in today's crowded marketplace. It's what we do – and love.

If you would like to learn more about our Corporate services, please contact Phil Pennellatore, EVP/Partner at:

Schneider Associates
2 Oliver Street
Suite 901
Boston, MA 02109
Phone: 617.536.3300
Fax: 617.536.3180
Email: ppennellatore@schneiderpr.com