

McCall & Almy Hires Rhino PR and Doerr Associates for PR and Strategic Marketing Campaigns

Team to Provide Integrated Planning for Boston-based Tenant Advisory Firm

SOUTH HAMILTON and WINCHESTER, Mass. - February 24, 2010 - Rhino Public Relations, a specialty public relations agency, and Doerr Associates, a creative and strategic marketing and communications firm, announced today their selection by McCall & Almy to provide public relations and strategic marketing planning and design.

Rhino PR will develop and implement a comprehensive plan for McCall & Almy that helps target and direct its business objectives. This PR framework includes researching markets, identifying communications opportunities and translating these opportunities into actionable plans.

"We are delighted to have the opportunity to work with Boston's only tenant-focused advisory firm," said Susan Shelby, CPSM, principal of Rhino Public Relations. "McCall & Almy's focus on the tenant needs of the region's leading companies makes them unique in the commercial real estate industry. Through our research, we hope to help develop tools and strategies that support this exceptional business model."

Doerr Associates will direct the creative concepts for marketing collateral and web-based communications, including the design and build-out of a new web site.

"Having worked with the talented team at McCall & Almy in the past, we are delighted to be part of their exciting growth and development plans. Our extensive experience developing corporate branding campaigns and online and offline marketing materials for real estate companies should bring added value to their strategic marketing efforts," said Maureen Doerr, Principal.

"The commercial real estate market in the greater Boston area is affected by a complex series of factors," said David Richardson, partner of McCall & Almy. "Just as we seek to be a trusted partner in navigating the lease transaction process for our clients, we wanted to find a strategic partner that understood the depth of challenges facing our business. Rhino Public Relations and Doerr Associates are the right fit for our needs. We are excited to roll up our sleeves and get to work."

Providing trusted advice for users of real estate, McCall & Almy is a Boston-based commercial real estate brokerage and advisory firm. McCall & Almy clients include Partners HealthCare System, Inc., Brown Brothers Harriman & Company, Constant Contact, Inc., Berklee College of Music and Goodwin Procter, among others.

About Rhino Public Relations:

Rhino Public Relations is a specialty public relations practice focusing on the unique PR needs of architectural, engineering, construction (A/E/C) and related firms. Founded by Principal Susan Shelby, CPSM, Rhino PR is based in South Hamilton, Mass. and has ongoing engagements with companies such as Acentech, GEI Consultants, HMFH Architects, Margulies Perruzzi Architects, and Payette. For more information, please visit www.rhinopr.com.

About Doerr Associates, Inc.:

Doerr Associates is a creative and strategic marketing and communications firm specializing in corporate branding, real estate, manufacturing and architectural products, education and financial services. For over 25 years, Doerr has been differentiating companies and developing effective positioning, websites, online and offline communications and marketing campaigns. Doerr has built a reputation for "big picture" thinking, highly creative design and producing solid results for their clients in a myriad of market conditions. www.mdoerr.com