



Rhino Public Relations Expands

Four Account Executives join the firm

SOUTH HAMILTON, Mass. – August 15, 2008 – Rhino Public Relations, a specialty public relations agency, announced today the addition of four new account executives to the firm: Emme Hertz, Monique Klares, Christa Mahar and Michele Spiewak. In their new roles, they will be responsible for the day-to-day support of several of Rhino PR's clients including Acentech, Environments at Work, HMFH Architects, Margulies & Associates, and Payette.

"Rhino PR attributes its growth and success to a continued focus on providing customized public relations programs to clients in the architecture, engineering, construction (A/E/C) and related industries," said Susan Shelby, CPSM, founder and principal of Rhino PR. "I am proud to bring these talented communications professionals on board and to be able to offer each of their special sets of expertise to our accounts as Rhino PR continues to grow its client base and services offered."

Emme Hertz brings over 10 years of experience to Rhino Public Relations. With a specialization in the A/E/C industry, she also has experience working with non-profit, corporate, and high-tech clients. Previously she was the Director of Marketing for Copley Wolff Design Group, a landscape architecture and planning firm in downtown Boston. Prior to that she provided creative consulting services in San Francisco, Miami, London, Seattle and Boston, and for companies as diverse as Street Attack (a Guerrilla Marketing company), to Volunteers of America (a non-profit human services organization). Emme has a B.A. in English and Communications, as well as a certificate in Integrated Marketing Communications, from the University of Massachusetts Boston. She is a member of the BSA (Boston Society of Architects), SMPS (Society of Marketing Professional Services), the ULI (Urban Land Institute), and the GMIA (Guerrilla Marketing International Association).

Monique Klares has more than 19 years of marketing communications and public relations experience in technology, healthcare, A/E/C and publishing. Prior to joining Rhino Public Relations, Monique was Public Relations Group Director at SGW Integrated Marketing Communications. Throughout her previous employment, she successfully executed core client programs such as speaker bureaus, media relations, customer references, media tours, image redesign and tradeshows. Monique received a B.B.A. from Iona College with a major in Marketing.

Christa Mahar joins Rhino PR with over 25 years of public relations and marketing experience within the architecture, engineering and construction (A/E/C) industry. Most recently an associate and the Director of Marketing for Gund Partnership in Cambridge, Massachusetts, Christa's expertise lies within the arena of strategic market analysis and marketing plan implementation as well as communications and public relations. She is a graduate of Hobart and William Smith Colleges with a Bachelor of Arts in urban planning and a double-minor in English and British history. She also obtained a certificate of environmental impact assessment from Harvard University and has completed advanced graduate work in environmental

engineering. Christa is currently a member of the Boston Society of Architects (BSA) and the Society for College and University Planning (SCUP), North Atlantic Regional Council.

Michele Spiewak has over ten years of public relations experience in the technology and architecture/design fields, with firms such as Art Technology Group (ATG), Shandwick International and Sasaki Associates. Most recently, she was a freelance writer and public relations consultant focusing on non-profit organizations such as community-based agencies, hospitals, school systems and municipalities. Michele graduated from American University in Washington, DC with a Bachelor of Arts in political science and environmental studies.

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 Corporate Project Partners, GEI Consultants, Hobbs Brook Management LLC, and J.M. Coull. For more information, please visit www.rhinopr.com.

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