



Rhino PR Receives Bell Ringer Award for Media Relations Achievements

Firm's successful campaign receives PR industry accolades, achieves results for client

SOUTH HAMILTON, Mass. – June 3, 2009 – Rhino Public Relations, a specialty public relations agency, announced today that it has been honored with a Bell Ringer Award from the Publicity Club of New England recognizing the firm's successful national media relations campaign for its client, GEI Consultants Inc.



From left: Kelly Cohane, GEI Consultants, Inc.; Susan Shelby, CPSM, Rhino PR; Chris Stockwell, GEI Consultants, Inc.; Jennifer Shelby, Rhino PR

The Bell Ringer Awards are sponsored by The Publicity Club of New England to recognize and honor excellence and achievement in the communications and public relations professions. Since 1969, the Publicity Club of New England's Bell Ringer Awards have been a symbol of outstanding achievement for New England public relations and communications professionals. Celebrating its 40th anniversary this year, The Bell Ringer Awards recognize excellence in communications and public relations work in every field and industry, and across all media - print, broadcast, and online. The judges of the Bell Ringer Awards are distinguished members of the PR, marketing/communications, and media communities. Judges evaluate entries according to the planning, execution, and accomplishment of marketing and communication objectives, placing a high value on creativity and demonstrated results.

Rhino PR was recognized with a merit award in the "Organizational Identity Campaign" division during the awards event held on June 1, 2009 at the Westin Boston Waterfront.

The focus of this award is the national public relations program and strategy that Rhino PR helped GEI Consultants create and implement. The results of this program included 45 media related initiatives and increased media visibility throughout 2008. These media results far exceeded the goal set at the beginning of the campaign, providing GEI with tangible business benefits within a year of implementing the PR plan. GEI saw a substantial increase in real growth and profits, and continues to find increased project opportunities despite the economic downturn.

"Clients want to work with vendors that are *in demand*," said Chris Stockwell, senior vice president and chief marketing officer at GEI Consultants. "Rhino Public Relations' expertise and dedication has helped make GEI one of the most visible brands in our target markets in New England and across the United States. Rhino PR's work has supported 100 percent two-year organic revenue growth in the region. We continue to win new work during the downturn, we are busy, and we are poised for continued growth in 2009 and 2010. PR plays a huge role in the health and vitality of our firm. To be recognized by the Publicity Club of New England for these efforts is an outstanding achievement for which we are extremely proud.

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 Inc., GEI Consultants, HMFH Architects, Hobbs Brook Management LLC, Margulies Perruzzi Architects and Payette. For more information, please visit www.rhinopr.com.

About GEI Consultants, Inc.

GEI's multi-disciplined team of engineers and scientists deliver geotechnical, environmental, water resources and ecological solutions to diverse clientele nationwide. The firm has provided a broad range of consulting and engineering services on over 25,000 projects in 50 states and 22 countries. For more information, please visit the firm's web site at www.geiconsultants.com.

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