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CHRISTINE REIMERT JOINS DEVINE + POWERS AS VICE PRESIDENT

Reimert to Lead New ProjectsPLUS Group

PHILADELPHIA (February 2, 2009) – Devine + Powers, an independent public relations firm headquartered in Center City, announced that Christine Reimert has joined the firm as vice president. In addition to working on key client assignments, Reimert will also lead Devine + Powers’ new ProjectsPLUS group.

“Christine is the newest expert to join our growing team,” said Vince Powers, partner with the firm. “With 20-plus years of experience in both corporate and agency environments, Christine is the perfect person to lead our new ProjectsPLUS group.”

ProjectsPLUS offers targeted, results-driven, public relations plans and implementation, for a variety of short-term projects. The group will focus on four key areas – media relations, specialty writing, executive communications and special events. Projects could include crisis communications, media training, press conferences, media tours, speechwriting, copywriting, annual reports, marketing audits and community events.

“Clients that need dedicated, senior-level counsel for a short-term project can tap our staff of expert writers, media relations consultants, and event planners,” Reimert said. “Based on their needs, clients can define the specific scope and nature of the project. Our job is to create and execute targeted plans that get meaningful results.”

Prior to joining Devine + Powers, Reimert worked as a communications and media training consultant, offering speech writing, employee relations and media/presentation training services. She also previously served as vice president at Tierney Communications in Philadelphia. Her clients have included ARAMARK, Villanova University, Starbucks, Bell Atlantic and Bell Atlantic Mobile (now Verizon).

Reimert holds a bachelors degree in journalism from the University of Maryland College Park. She serves on the Community Advisory Board for the American Diabetes Association.

An independent public relations firm headquartered in Center City, Devine + Powers, represents some of the Mid-Atlantic region’s leading brands and organizations including The Philadelphia Inquirer, Daily News and Philly.com; Sunoco Logistics; Foamex International Inc.; Firstrust Bank; and AMC Institute; among others. In 2007, Devine + Powers was recognized by the Jack O’Dwyer Newsletter at the 2nd fastest growing,

independent public relations firm in the country. D+P's trademark is the senior-level involvement it brings to every client engagement.

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