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MAVEN COMMUNICATIONS EXPANDS CLIENT ROSTER

Prudential Fox & Roach and Hangley Aronchick Segal & Pudlin join Maven's growing client roster

Philadelphia, PA – January 28, 2010 – Maven Communications has kicked off 2010 with two new clients: [Prudential Fox & Roach, Realtors](#), the #1 residential real estate firm in the Delaware Valley, and [Hangley Aronchick Segal & Pudlin](#), a leading law firm with offices in Philadelphia, Harrisburg and Norristown, Pennsylvania, and Cherry Hill, New Jersey.

“In today’s economy, it is extremely important for our clients to distinguish themselves with a proactive marketing strategy that really hits on all cylinders,” said Rebecca Devine, Co-founder and Principal, Maven Communications. “Our clients find value in Maven’s strategic approach that allows them to build business and stay ahead of the curve.”

Prudential Fox & Roach (PF&R) tapped Maven to help position the firm as the #1 resource for residential real estate information in the region. To illustrate the firm’s market dominance, Maven has developed a multi-pronged media relations campaign around PF&R’s HomeExpert Market Reports, which provide the most up-to-date market information in the 12 County region. The campaign will target home buyers and sellers, PF&R agents and key opinion leaders in the industry. Maven will also work to expand and reinvigorate the firm’s online presence via social media, video and search engine optimization strategies. For more information please visit www.prufoxroach.com

Hangley Aronchick Segal & Pudlin, has hired Maven to develop a local and national media relations strategy to position the firm and its attorneys as industry thought leaders. In addition, Maven will work with the firm’s shareholders to develop a “marketing boot camp” series that will include seminars, tips and coaching to ensure shareholder’s can maximize opportunities to build business. Hangley is one of the region’s most well respected law firms, with offices in Philadelphia, Harrisburg and Norristown, Pennsylvania, and Cherry Hill, New Jersey. For more information, please visit www.hangley.com

About Maven Communications, LLC: Maven Communications is a full-service, results driven, strategic communications agency located in Philadelphia. The firm’s [services](#) include strategic planning, traditional and social media strategies, crisis and issues management, community affairs, corporate launches, executive positioning and events marketing. Our [clients](#) span a range of industries including professional services, real estate, nonprofit entities, B2B and B2C. For more information, please visit www.mavenagency.com.

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