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FOR IMMEDIATE RELEASE

MIDDLEBERG COMMUNICATIONS ACQUIRES THE WEISER GROUP

**Middleberg Actively Seeking Further Agency Acquisition Candidates
With Billings In \$1 Million - \$3 Million Range**

Believes Current Climate Provides Consolidation and Growth Opportunities

New York, NY – February 2, 2009 – Don Middleberg, a widely-recognized leader in public relations, and CEO of [Middleberg Communications](#), and Michael Weiser, founder of the highly-respected firm, The Weiser Group, today announced the combination of their firms. The independent, full-service agency will operate as Middleberg Communications.

[Don Middleberg](#) will serve as the CEO of the combined firms. Michael Weiser will become a Senior Strategist responsible for strategic counseling and new business development. Jonathan Cohen, The Weiser Group's President, will become a Managing Director of Middleberg Communications and a member of the firm's Executive Committee. All of The Weiser Group's key staff will join Middleberg, which will grow to 15 employees and revenues exceeding \$3.2 million.

Since 1979, The Weiser Group has been an innovator in financial and crisis communications. Its clients have included leaders in the capital markets, venture capital, technology and accounting. Founded in Chicago, the firm played an important role in introducing stock options and other derivatives to the investment world. It relocated to New York in 2002 where it has led high-profile crisis assignments, including representation of the accounting profession in the wake of Enron's collapse.

Middleberg believes that this can be a time of unparalleled opportunities. "We are most interested in acquiring firms similar to The Weiser Group; firms with \$1 million - \$3 million in billings, that have great character, interesting clients in a unique niche served by an exceptional account management team."

In November 2006, Middleberg Communications acquired The Towers Group, a firm specializing in corporate and financial services.

Don Middleberg is the former CEO of Middleberg & Associates, a firm he started as a single practitioner in 1987 and built into a top 20 public relations agency with fees of nearly \$20 million, and 150 employees in New York, San Francisco and Boston. In June, 2000 Middleberg sold his firm to Euro RSCG, a division of Havas.

Stated Middleberg, “I’m tremendously excited by joining forces with The Weiser Group, a firm for whom I have the greatest respect and admiration. Together we offer clients impressive strategic thinking and aggressive execution backed by good old-fashioned hard work.”

Michael Weiser noted, “I met Don Middleberg as a young reporter at just about the time he was founding his first public relations firm. 35 years later, we are bringing together our two, highly complementary firms. This will be exciting.”

“I’m looking forward to working with a public relations leader who has changed our industry,” said Weiser Group President Jonathan Cohen. “The joining of our firms allows me to focus on my passions for public affairs, reputation management, and crisis counseling. The experience, resources and talent pool Don brings to our firm’s clients are unmatched.”

About Middleberg Communications

[Middleberg Communications](#) is a full-service, independently-owned public relations agency with specialized expertise across multiple practice areas and disciplines. The agency focuses on delivering tangible results that help clients grow their businesses. Hallmarks of the firm include smart, creative strategic thinking; targeted media relations; and unbridled enthusiasm for clients’ business goals, all supported by good old-fashioned hard work.

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