

PRWeek

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NEW YORK: Middleberg Communications recently added four accounts to its consumer division. The firm will serve as AOR for Fantourage, a celebrity fan website, and help prepare the website's official media launch. It will also promote the Italian food manufacturer Fasolino Foods' Paul Sorvino line of pasta sauces, as well as promote Sorvino on broadcast and in print. It will provide PR services for the bicycle and related accessories manufacturer Kent International' new product lines from its WeeRide and Razor brands. And for Bill and Giuliana Rancic, Middleberg will promote their reality show, *Giuliana and Bill*, as well as their upcoming book *I Do . . . Now What?: Stories and Advice from America's Favorite Couple*.