

Hullin Metz & Co.

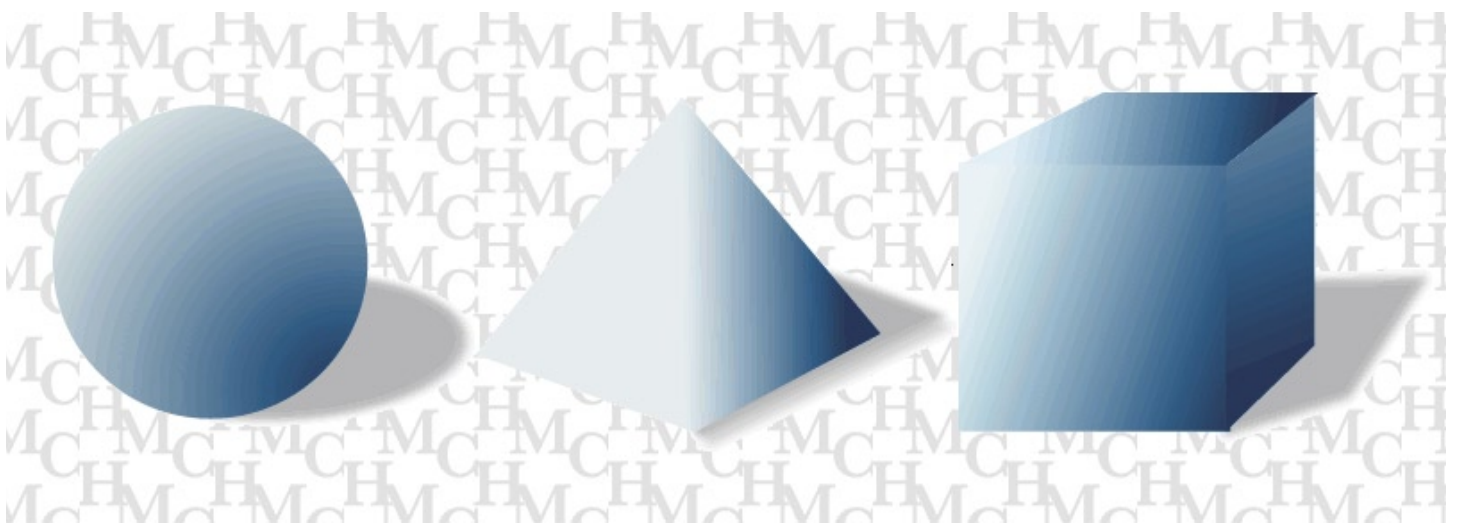
Hullin Metz & Co. LLC (HMC) provides both strategic counsel and hands-on support to assist clients in developing and implementing communications programs designed to meet their business objectives. Specializing in corporate and financial communications and media relations, we are committed to providing clients with the best thinking and execution skills of our partners and other senior professionals.

Our clients represent a broad cross-section of publicly held and privately owned companies (from start-ups to Fortune 50), financial services firms, professional services firms, trusts, industry associations and not-for-profit organizations. We also represent prominent individuals and families. Client relationships tend to be significant, stable and long term.

Most of our professionals have 20 years or more of communications experience at large agencies and on corporate staffs. They have worked for clients in a wide range of industries, including: aerospace, banking, biotechnology, chemicals, consumer products, e-commerce, economic development, energy, financial services, healthcare, plastics, professional services, publishing, real estate, retail, technology, telecommunications and tourism.

While HMC is based in New York, we can assist clients on a global basis through our close, active affiliations with other leading firms and professionals in North America, the United Kingdom, Continental Europe and Asia.

HMC was founded by Tim Metz, whose 14 years of senior-level agency experience followed a 23-year career at The Wall Street Journal, and Susan Hullin, a seasoned public relations professional with three decades of corporate and public relations agency experience.



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HMC serves most clients in one or more of the following practice areas:

Positioning

Whether a company is seeking to redefine itself after undergoing essential change (a merger, restructuring or crisis), carve out a niche for a new product or reposition a not-so-new product, it must first bring public perceptions in line with new realities.

HMC helps clients develop both the strategic approach and messages that will resonate not only with target audiences, but also with such third parties as the reporters, editors, analysts and opinion leaders who help shape public attitudes. We then use both targeted media coverage and direct communications programs to help Fortune 500 companies and other organizations seamlessly redefine themselves.

Reputation Management

No asset is more crucial to commercial success than reputation. Events like product or scientific breakthroughs and financial coups on the one hand (and missteps and calamities on the other) can either enhance or threaten reputations.

HMC counsels and creates communications materials for (and sometimes speaks for) corporations, non-profit institutions, families and individuals seizing opportunities or dealing with threats.

Business and Financial Media Relations

In the US and every other developed nation, business and financial media are the single biggest influences on public opinion regarding businesses and business leaders.

HMC professionals' knowledge of, and relationships with, key members of the global business and financial media is a central capability – one we use more than any other.

Investor Relations

Enormous increases in the number of publicly owned companies and in the mobility of investment capital over the past two decades have made effective investor communications more important than ever before to achieving a fair market valuation.

HMC professionals' long experience in investor communications and their exceptional business and financial media relations capabilities help make clients' investor relations messages heard above the skepticism and competitive noise of the marketplace.

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Crisis Communications

Companies, organizations and individuals face intense public scrutiny during periods of crisis. When that happens, public esteem – or censure -- rides on how effectively they communicate under this scrutiny.

HMC professionals have helped clients limit damage to their reputations with effective crisis communications in a variety of situations -- bankruptcies and other business reversals, product recalls and environmental or health problems.

M&A Transaction Support

Arcane, complex and often developed on brutal schedules, merger and acquisition communications represent a daunting challenge to all but a tiny handful of corporate staffs.

HMC professionals have helped clients and their legal and financial advisers communicate effectively in dozens of large, complex M&A transactions over the years. After one client's victory in a contested transaction involving simultaneous acquisitions of two companies on two continents, a leading financial publication called it the "deal of the year."

Litigation Support

In the world's most litigious society, defending against lawsuits – and pressing suits – has become an omnipresent fact of US commercial life.

HMC's support for clients and their legal teams in the court of public opinion has become one of its most important practice areas. We also provide communications advice and assistance to help clients do business effectively while litigation is being resolved.

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How We Work

We know that one of the reasons clients like to work with smaller firms is because they want experienced people handling their business. For us, that means our partners and other senior practitioners are actively involved in client work from the first planning session through final execution.

Most of our people have 20 years or more of communications experience at large agencies and on corporate staffs but are still very much “hands-on” in their approach to serving clients. Every HMC client team includes at least one partner and other seasoned professionals as well as our talented younger staffers. That’s what sets us apart. Our entire team – including partners – stays actively involved with our clients throughout every assignment.



Hullin Metz & Co. LLC Corporate Financial Communications Media Relations

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