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PALAZZO

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Contact:

Michael Cargill
Robert Marston and Associates
212-836-4206
mcargill@marstonpr.com

**PALAZZO Advises Middleberg Communications
in Transaction with The Dowd Agency**

Financial advisory and acquisition firm for marketing services, interactive, information, and new media companies advised Middleberg in transaction.

NEW YORK, November 4, 2009 – Don Middleberg, a widely recognized leader in public relations and CEO of Middleberg Communications, and Jim Dowd, CEO of The Dowd Agency, today announced the combination of their two firms. The new, full-service agency will operate as Middleberg Communications, with The Dowd Agency as its consumer division.

Middleberg Communications was advised by Philip A. Palazzo, Jr., President of PALAZZO, a financial advisory and acquisition firm for the marketing services, interactive, information and new media industries.

Don Middleberg will serve as CEO of the combined firms, with Jim Dowd serving as Managing Director and head of the consumer division. Dowd will also be a principal of the parent company. Middleberg Communications will now have revenues exceeding \$4 million and nearly 25 employees. No financial details of the transaction were released.

In late 2006, Don Middleberg returned to public relations after fulfilling contractual obligations from the sale of his former firm Middleberg & Associates. Middleberg grew his former agency into a 150-employee, \$18 million operation before selling it to Euro RSCG, a division of Havas, in June 2000.

In commenting on the announcement, Middleberg stated, “I am tremendously excited by our joining forces with The Dowd Agency, a terrific,

415 Madison Avenue
15th Floor
New York, NY 10017

P 646.673.8625
F 646.673.8664
C 914.299.9706

phil@palazzonyc.com
www.palazzonyc.com

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young firm with superb media relations capabilities. Together, we have a very strong offering for clients in corporate and financial services, consumer and technology lifestyle.”

“Jim is also one of the best young communications professionals in our business,” Middleberg added. “We share a passion for outstanding media relations balanced with smart programming and passionate client service.”

“Don Middleberg is a legend in the industry,” said Jim Dowd. “He has become a mentor and trusted friend. The combination of our expanded and diverse capabilities will net truly incredible results for our clients on the consumer, social media and the business fronts. All of our current and future clients can expect the same results-oriented, bootstrap mentality and a staff hungry for that next big hit, only now with bigger and better resources.”

About PALAZZO

PALAZZO is the financial advisory and acquisition firm that creates value and wealth for owners and stakeholders of marketing services, interactive, information, and new media companies.

PALAZZO’s suite of acquisition and advisory services, combined with its proven track record of delivering superior results, makes the firm an ideal partner for companies intent on improving performance, or considering an acquisition or sale. PALAZZO brings a unique perspective to the acquisition process. Having participated in numerous transactions as both owner-seller and buyer, the firm has the experience and insight needed to ensure a well-managed, successful outcome for its clients.

On the advisory side, PALAZZO has in-depth, hands-on experience running day-to-day agency and marketing services operations, giving it uncommon insight into the issues, opportunities, and challenges owners encounter at various stages of growth.

The firm’s mission is to do whatever is necessary to help clients realize the full value of their company and brand. For more information, visit www.palazzonyc.com.

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About Middleberg Communications

Middleberg Communications is a full-service, independently owned public relations agency with specialized expertise in the consumer, corporate and financial services, media, and technology markets. The agency focuses on delivering tangible results that help clients grow their businesses. Hallmarks of the firm are smart, creative strategic thinking; targeted media relations; and unbridled enthusiasm for clients' business goals, all supported by good old-fashioned hard work. For more information, visit

<http://www.middlebergcommunications.com>.

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