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FOR IMMEDIATE RELEASE

Van Prooyen Greenfield LLP Welcomes Karen Ash as Manager of Research

August 6, 2007 (NEW YORK) – Van Prooyen Greenfield LLP today announced that Karen C. Ash has joined the firm’s New York office as manager of research. Ms. Ash will provide ongoing analysis of legal trends to ensure focused and responsive communications management for Van Prooyen Greenfield LLP’s clients.

“We are delighted that Karen has joined our team,” stated Amy V. Greenfield, managing partner of Van Prooyen Greenfield LLP. “Her research capabilities will provide an important resource for all our clients.”

Prior to joining Van Prooyen Greenfield LLP, Ms. Ash was private client manager for ABC Language Exchange in New York. She supervised the recruiting and hiring of language instructors from all over the world and coordinated personalized language instruction for clients taking more than 30 languages. Ms. Ash also handled corporate sales for the tri-state area.

Ms. Ash received an M.A. in Linguistics from University College London in 2004 and a B.A. in Linguistics from Yale University in 2003.

About Van Prooyen Greenfield LLP

Van Prooyen Greenfield LLP is a boutique law firm whose attorneys and senior public relations experts specialize in providing unique strategic communications counsel. While best known for its work in high-stakes litigation communications, the firm has successful practices in the more traditional public relations areas including corporate positioning, reputation management and marketing communications. The Firm has offices in New York City and San Francisco. For more information, visit www.vpgrp.com.

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