



Longbottom Announces Promotions; Company Continues to Diversify and Expand

Arlington, VA, Jan 29, 2008 -- Longbottom Communications, an integrated marketing, advertising and public relations firm specializing in technology clients, announced two management changes in response to the firm's continued growth.

Patrick Boyle has been promoted to Managing Partner and Jennifer Hoil has been promoted to Account Manager, effective immediately.

In his new position, Pat assumes responsibility for long-term team management and positioning while continuing to provide strategic counsel and support to a dynamic client portfolio. As Account Manager, Jennifer assumes additional account responsibilities spanning research, media planning, event coordination and production management for a range of Longbottom clients.

"We have more than doubled our billings in the past year, and these promotions reflect both our growing need for senior management and the level of confidence I have in Pat and Jennifer," said President Penelope Longbottom. "I feel we are poised to continue evolving into a larger, more diversified agency. Taking on a managing partner will enable me to more effectively manage this growth while ensuring our continued commitment to the valued clients who have enabled our success thus far."

Longbottom Communications was founded in 2000 to primarily serve clients in the satellite communications industry. In the past year it has added clients in such diverse fields as nuclear power, cognitive radio, defense R&D and homeland security, while continuing to grow its core satellite business. The company specializes in brand awareness, media relations and integrated marketing communications services.

Boyle joined the firm in 2006 as Senior Partner after a public relations and business management career that spanned the automotive, private education and real estate sectors. Earlier in his career, he was a reporter and editor with the Los Angeles Times.

Hoil joined Longbottom in 2006 as a part-time Account Coordinator. She subsequently added a number of other responsibilities and now supports many of the company's key accounts in her new capacity as a Longbottom management employee.

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