

**Longbottom Communications' PR Campaign Helps Musey
Raise Funds for the Red Cross;
Successful Summit of Mt. Everest Generates Sponsorship, Media Coverage**

Arlington, VA, July 17, 2008 -- How do you help someone climb Mt. Everest from the comfort of your Virginia office? You really can't. But Longbottom Communications did the next best thing by building public awareness and generating media coverage of J. Armand Musey's recent successful ascent to the peak of the highest mountain in the world. Through its promotional efforts of his achievement, Longbottom Communications helped Musey raise over \$40,000 for the Red Cross' International Relief Fund.

Musey contacted Longbottom Communications just weeks before departing to the other side of the world to complete his personal goal of summiting the seven highest peaks in the world. Mt. Everest remained as the only peak he had yet to climb. He told President Penelope Longbottom that he wanted satellite companies and industry executives to make donations in support of his climb to 29,035 feet. He sought Longbottom Communications' pro bono support in promoting his effort to raise money for the Red Cross.

Musey is no stranger to the industry – he is an award-winning financial analyst specializing in satellites and telecommunications who helped found Near Earth LLC, a boutique New York-based investment bank where he served as president. In 2007, he left Near Earth to train for his dream of climbing Mt. Everest. He and Longbottom Communications shared a mutual respect for one another's work over the years. It was therefore a natural fit when he reached out to Longbottom Communications for PR to raise awareness and drive sponsorship support for his designated beneficiary.

“Our team agreed that what Armand was doing was important, helping raise funds for a very worthwhile organization that provides critical aid in the wake of international crises,” said Penelope Longbottom, who founded the company in 2000 after a successful career in corporate public relations. “It was an honor to donate our time and energy on behalf of Armand's expedition.”

To turn Musey's personal achievement into a philanthropic one, Longbottom Communications teamed up with Affordable Creative Services (www.acscreative.com), with offices located throughout the Metropolitan Washington D.C. area. ACS donated their designers' time to craft a website detailing Armand's Mt. Everest mission (www.museyeverest.com) and to enable Armand's friends and supporters to stay abreast of his progress.

As part of its contribution to Musey's PR campaign, ACS updated a daily blog that Armand called in to Longbottom Communications via satellite telephone throughout the six weeks duration of his expedition. Also in partnership with ACS, Longbottom Communications produced “Go Armand” support advertisements that ran in space donated by several industry publications.

Donations to the Red Cross on Musey's behalf came from large companies, including Intelsat, SES, iDirect, and GeoEye, and numerous individuals. Other companies such as Vizada and Iridium made in kind donations.

As a key component of its PR campaign, Longbottom Communications pitched and coordinated phone interviews with Musey and a range of industry and business reporters from the slopes of Mt. Everest.

Media coverage of Musey's progress and eventual summit on May 24, 2008 was extensive. Among the dozens of print and online outlets featuring his expedition were the New York Society of Security Analysts, The Deal, Space News, Satellite Finance, San Mateo Daily News, SatMagazine.com, Satellite Markets, Satellite Today, SatNews.com, Sky Report, and the Northwestern University Alumni Magazine.

"Even at elevations as high as Base Camp 2, we maintained regular satellite phone contact with Armand," Longbottom said. "His passion for using his Mt. Everest climb to benefit others was both laudable and infectious and we were honored to play a small role in his successful fundraising drive."

For more information on Longbottom Communications and its range of public relations and marketing communications capabilities, visit www.longbottomcommunications.com. And to see truly awesome photos of Musey's Mt. Everest expedition, visit www.museyeverest.com.

###