



Capabilities Presentation

Legal Services

About Starkman & Associates

We are a full-service public, investor relations, and advocacy firm focused on developing targeted communications programs that deliver bottom-line results and generate real value for clients.



About Starkman & Associates

- **Founded in 1999**
- **Provide high-level financial, corporate, advocacy, and crisis communications counseling and tactical services**
- **Recognized for creativity and innovative thinking**
- **Unparalleled ability to quickly learn clients' communications goals and objectives**
- **Committed to client service and accountability**



About Starkman & Associates

- **Strict adherence to the highest standards of integrity and excellence**
- **Growth fueled largely by referrals from existing clients and journalists**
- **Strong creative marketing capabilities**
- **Seek to be partner, not vendor**



Broad-based Capabilities

- Strategic counsel
- Media relations
- Advocacy
- Marketing and collateral materials
- Crisis communications
- Organizational positioning
- Bylined articles
- Employee communications
- Web site content and development



Sector Specialties

- Financial Services
- Legal/Professional Services
- Pharmaceuticals / Biotechnology
- Management Consulting
- Technology
- E-commerce
- Telecom
- Energy
- Media



Representative Clients

- **Alpharma**
- **AmerisourceBergen**
- **Angiotech Pharmaceuticals**
- **A.T. Kearney**
- **Blaylock Robert Van**
- **Criterion Research Group**
- **E Commerce Group**
- **Fross Zelnick Lehrman & Zissu, P.C.**
- **Initiative for a Competitive Inner City**



Representative Clients

- Integreon Managed Solutions
- MoneySolutions
- Munder Capital Management
- New York Otolaryngology Group/New York Sinus Center
- NYC Green Car
- RateFinancials
- RBC Financial Group
- The smart cube
- Zamansky & Associates



Relevant Legal Services Experience

- Advocated the rights of individual investors on behalf of securities law firm Zamansky & Associates
- Generated hundreds of media placements and op-eds that firmly established name attorney Jacob Zamansky as the nation's leading investor advocate



Relevant Legal Services Experiences

- Dramatically raised the national profile of Fross Zelnick Lehrman & Zissu as well as practice leaders
- Architect of the law firm's diversified communications strategies including advertising and website content



Relevant Legal Services Experience

- Designed and implemented Integreon's communications plan targeting global law firms and in-house legal counsels
- Provided ongoing issues and crisis management
- Have advised Integreon's global law firm clients on how best to manage and maximize media interest in offshoring activities



Relevant Legal Services Experiences

- Established national profile for Darryl Bolduc, a Charlotte, N.C.-based attorney
- Generated meaningful coverage for some of Mr. Bolduc's cases, in some instances leading to settlements
- Positioned Mr. Bolduc as one of the preeminent authorities on whistleblower cases



Why Starkman & Associates

- Experienced, diverse communications team
- Understanding of issues and challenges facing financial firms
- Strong entrepreneurial spirit
- Senior-level management involvement on account
- High standards of accountability
- Unparalleled client service
- *Results*



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