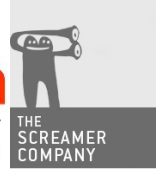


anthonyBarnum

Public Relations



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Immediate Release:

The Screamer Company Taps anthonyBarnum Public Relations

AUSTIN, TX May 1, 2009 anthonyBarnum Public Relations, an Austin-based full-service public relations and marketing communications firm, today announced it has been retained by The Screamer Company to develop a regional and an industry-specific public relations campaign.

The Screamer Company, a leading Austin-based advertising firm, has tapped anthonyBarnum to increase understanding of its capabilities in advertising and branding, as well as define marketplace positions, increase visibility and highlight success stories and client campaigns through the media.

“We are excited to work with one of Austin’s most innovative and progressive advertising firms. They have a deep understanding of today’s consumer companies and continue to expand rapidly in the region and beyond,” said Melissa Anthony, president, anthonyBarnum.

The Screamer Company is an award-winning integrated full-service advertising agency. The firm combines real-world research and barrier-breaking creativity to develop fresh, custom-tailored print, Web, branding and broadcast campaigns for a diverse range of clients. Screamer gives consumer-facing companies the advanced strategies, progressive creative work and senior leadership they need to breakthrough and reach their audiences.

anthonyBarnum works with a diverse range of companies, including innovators in the healthcare, energy, financial services, commercial real estate, consumer goods and professional services arena. The firm has created strategies for leading regional, national and international organizations, including BP, Watkins Insurance Group and the Clean Energy Incubator.

About anthonyBarnum Public Relations

anthonyBarnum is a full-service public relations and marketing communications firm headquartered in Austin, TX. The firm specializes in high-impact campaigns for companies in diverse sectors. The team of expert practitioners works in close partnership with clients to define strategies, tactics and best practices that deliver targeted media exposure and capture the attention of key audiences. anthonyBarnum manages clients' reputations by integrating traditional public relations techniques with innovative marketing communications strategies and social media. For more information, visit www.anthonyBarnum.com.

About The Screamer Company

The Screamer Company is a full-service advertising agency that delivers integrated, results-oriented campaigns to national brands and agency partners. The firm's premium services include: branding, strategic planning, online marketing, Web site design and development, broadcast and e-commerce. Leveraging the latest marketing techniques, cutting-edge technologies and proven processes, The Screamer Company is currently developing and implementing targeted and effective campaigns for leading brands. The Screamer Company Web site at www.screamercompany.com

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