

CORPORATE AND FINANCIAL PUBLIC RELATIONS

Perry Street Communications is a corporate and financial public relations Firm working with both publicly-traded and private enterprises. Our core areas of expertise include strategic positioning programs, media and investor relations, M&A and bankruptcy related communications, and crisis management. In these – and related – situations, Perry Street Communications works with management to develop and implement communications programs that inform, educate and galvanize support among an organization's most important audiences.

With offices in New York and Dallas, the Firm maintains close relationships with the most influential business news media, and is well-positioned to serve clients nationwide.

CORPORATE POSITIONING

Perception isn't everything, but it's often the most important thing. Even the strongest companies benefit from a renewed look at how effectively they are communicating with employees, investors, customers, the media, and related stakeholders. At Perry Street, we work with management teams to ensure that, as markets and business strategies evolve, an organization's vision, values, and attributes are evident to these most important audiences.

MEDIA RELATIONS

We all know the power of the media, yet harnessing it effectively represents its own unique challenge. How can you shift public opinion? How do you get the attention of The Wall Street Journal or, perhaps just as importantly, manage unwanted attention? The successful leveraging (and occasional avoidance) of media is critical to a business. Perry Street Communications creates and implements strategies, builds networks, and even coaches clients on media relations to handle this very sharp, two-edged sword effectively.

INVESTOR RELATIONS

A successful investor relations program requires a level of clarity, precision, and regulatory compliance distinct from other forms of corporate communication. At Perry Street, we work with management to articulate a range of vital data and messages, from a company's intrinsic value and prospects for growth to its underlying investment rationale. The Firm also has extensive experience counseling companies through initial public offerings, sensitive financial disclosure challenges and earnings surprises.

CRISIS COMMUNICATIONS

There's nothing harder to impart than bad news and no tougher time to do it than in a crisis. Judgment, speed, and experience are at a premium. Whether it's managing media and investor communications related to litigation, product recalls, or investigations by government agencies, Perry Street can help minimize the damage of unwelcome news, handle the pressure and urgency of crises, and implement programs to protect the reputations of its clients.

LITIGATION SUPPORT

High-profile legal battles are increasingly waged in the court of public opinion. Helping the media see a multi-faceted legal issue from a particular vantage can be a key component of success. At Perry Street, we have a track record of working closely with in- house and outside counsel to craft and execute appropriate communications programs that distill complex litigation arguments into messages that are memorable and resonate both inside and outside the courtroom.

TRANSACTION-RELATED AND CHAPTER 11 COMMUNICATIONS

A company's relationship with its key stakeholders is particularly vulnerable amid significant corporate transactions, including mergers and acquisitions, spin-offs, unsolicited acquisition proposals, and corporate restructurings. At Perry Street, we bring extensive experience and skill to these situations, working with management and other advisors to ensure that critical audiences – including customers, regulators, employees, the media, local communities and others – understand and support the rationale driving the transaction.

DALLAS

3131 MCKINNEY AVENUE, SUITE No. 535
DALLAS, TX 75204
t 214 965 9955 f 214 965 9966

NEW YORK

1133 BROADWAY, SUITE No. 923
NEW YORK, NY 10010
t 212.741.0014 f 212.741.0013

ABOUT US

Perry Street Communications was founded in 2006 by Jonathan Morgan, a native of Dallas who was formerly associated with Kekst and Company in New York and, prior to that, served as an Assistant Attorney General for the State of Texas. The Firm has a strong track record of working closely with management teams and an organization's legal and financial advisors to construct and execute communications plans that:

- Positively influence perceptions of an organization's business priorities, strategies for success, and performance;
- Establish and maintain productive relationships with key stakeholders; and
- Manage the unique communications challenges associated with corporate transactions, including M&A, restructurings, proxy fights, and corporate crises, among others.

With offices in Dallas and New York, Perry Street serves clients across the U.S. While our client list is confidential, references are available upon request.

JONATHAN MORGAN, PRESIDENT | jmorgan@perryst.com

Jonathan Morgan was most recently at Kekst and Company, serving as financial and corporate communications adviser to domestic and foreign companies. In this capacity, he counseled clients on matters such as crisis communications, bankruptcies, financial disclosure, the impact of major litigation events, and mergers and acquisitions. Representative clients included Freddie Mac, Ford Motor Company, TXU Corp., and Doral Financial, among many others. Prior to joining Kekst, Mr. Morgan was director of research for MSD Capital, LP in New York, the investment firm for Michael Dell. He also practiced law in Austin, Texas, where he was an Assistant Attorney General for the State of Texas. Mr. Morgan holds a BA in American Studies from Wesleyan University and a JD from George Washington University. He serves on the Boards of numerous Dallas civic and cultural institutions, including The Board of Trustees for the Lamplighter School, Alumni Board for the St. Mark's School of Texas, and Board of Directors for Capital for Kids, among others.

JENNIFER HABICHT, MANAGING DIRECTOR | jhabicht@perryst.com

Jen Habicht joined Perry Street Communications in 2011, and brings years of experience counseling clients in a variety of communications capacities including integrated media and stakeholder relations campaigns, crisis communications, labor relations and executive thought leadership. She has provided support to clients in industries including energy, technology, consumer products, public sector, airline, and the financial sector, with representative clients including Shell Oil, SAP, Accenture and Landmark Software & Services. Prior to joining Perry Street, Ms. Habicht spent three years with Burson-Marsteller, a global public affairs firm where she managed global product launches, built and expanded social media strategies and executed C-suite thought leadership platforms. She is actively involved with the Dallas Junior Chamber of Commerce, Social Media Club of Dallas, Paws in the City and Dallas Museum of Art. She graduated from the University of Virginia with a B.A. in Psychology with a minor concentration in Economics.

JEANA FOXMAN, ASSOCIATE | jfoxman@perryst.com

Jeana Foxman joined Perry Street Communications in 2010 and uses her experience in media relations, financial communications, reputation management, government relations and public affairs/advocacy to advise clients in situations such as crisis communications, bankruptcies, and mergers and acquisitions. Representative clients include Coach America, TXU Corp., Caris Life Sciences and Animal Health, Inc., among many others. Prior to her current position, Jeana spent 3 years working in Congress for Representative Lynn C. Woolsey, a Congresswoman from the North Bay of San Francisco, CA where she advised the congresswoman on a variety of issues. She also spent two years working in the non-profit sector providing government affairs services for the Dallas Jewish community where she concentrated on community and coalition building. Jeana graduated from the University of Michigan with a B.A in Political Science

HEATHER LANGE, ASSOCIATE | hlange@perryst.com

Heather Lange joined Perry Street Communications in the summer of 2011 and brings extensive knowledge of local and national media relations, thought leadership positioning, and community relations. Prior to joining Perry Street, Heather served as a Client Executive in the Public Affairs practice of Burson-Marsteller. While at Burson, her practice focused in the energy and public sectors. Representative clients included Shell Oil Company, Reliant Energy and the Iowa Department of Economic Development. Heather also has experience in event planning, consumer relations and the non-profit sector. She graduated from Southern Methodist University in Dallas with a B.A. in Corporate Communications and Public Affairs and minor concentration in Art History.

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