



RUBENSTEIN PUBLIC RELATIONS, INC.



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AGENCY OVERVIEW

PHILOSOPHY

Rubenstein Public Relations (RPR) is a full-service public relations agency that has put the power of publicity to work for our clients for more than 20 years. Based in New York City—the media capital of the world—RPR is staffed by media experts who achieve high-visibility media coverage for our clients, and senior industry professionals who bring a unique, “insider’s view” approach to public relations and corporate communications. A trusted public relations counselor, RPR specializes in luxury brands, high-end real estate, consumer products, sustainable products/technology, non-profit companies, financial services, technology and entertainment. Through a disciplined approach incorporating message development, strategic planning and media relations, we offer our clients a comprehensive public relations program that not only helps achieve their most important communications and branding goals, but also visibly impacts the success of their business.

INDUSTRIES REPRESENTED

RPR’s staff is comprised of senior-level communications professionals with specific expertise in a variety of industries. Our clients receive counsel from industry specialists with real-life experience in their fields, while also benefiting from the support of a well-rounded team with extensive knowledge of the marketplace as a whole. Industries represented by RPR are outlined below.

REAL ESTATE

Through our real estate PR practice, Rubenstein Public Relations has created comprehensive branding and media relations programs for some of the most high-profile residential and commercial developments in New York City, as well as throughout the U.S. and internationally.

Our enviable media track record demonstrates our accomplishments in the real estate arena. Prestigious firms and developers call on RPR for representation of their interests in the business, trade and consumer media, regionally, nationally and internationally.

Our efforts generate far-reaching coverage, ensuring successful launches as well as ongoing visibility for mature companies and properties. In this global economy, RPR develops strategies to reach audiences in key markets throughout the world.

SUSTAINABLE PRODUCTS/ TECHNOLOGY

Rubenstein Public Relations partners with innovative companies producing sustainable products and engineering techniques to solve one of the world's most imminent threats: global climate change. As a communications partner, RPR develops storylines to raise awareness of these innovative "green" solutions. We implement integrated programs that provide maximum exposure in the business, trade and the consumer media while helping to build our clients' online profiles.

Our accounts are staffed by senior-level counselors who have a deep understanding of the science behind the technology and the techniques to generate high-profile coverage in traditional and non-traditional media outlets.

We are also successful in aligning our clients' companies with notable figures in the environmental movement, a critical component in building credibility for a company and achieving sustained media exposure.

LUXURY CONSUMER PRODUCTS

One of the key ingredients in ensuring the success of your high-end consumer brand is sustained high-visibility publicity. To establish wide recognition for prestige brands, we highlight the noteworthy aspects of our clients' products and services through creative product launches, unique pitching and captivating special events.

With extensive specialized knowledge in fashion, jewelry, design and beauty, our senior-level counselors have longstanding relationships with reporters and editors at top glossy magazines, newspaper style sections and popular lifestyle television shows.

In concert with our media outreach programs, we execute successful co-branded hospitality events that help build relationships with prominent media outlets. Moreover, we ensure buzz for our clients' products and services by working closely with high-profile celebrities and other key influencers.

CORPORATE & FINANCIAL

Rubenstein Public Relations represents a broad range of clients that seek corporate communications services. A senior professional staff provides counseling and media outreach for private and public concerns in the finance, banking, real estate investment fund and technology sectors. Many of these firms decide to work with RPR's seasoned professionals as a means of heightening exposure for their business. We have long-standing relationships with leading journalists and financial analysts, which allows our clients to build their business while promoting their brand.

NON-PROFIT

In a time of heightened awareness of corporate responsibility and moral justice, generating publicity for a charitable or non-profit organization is vital to ensuring the success of its mission.

Our public relations efforts on behalf of charitable and non-profit groups include cause-related marketing events, public education and awareness campaigns, strategic corporate partnerships and co-branded initiatives. We work to ensure that your organization's efforts touch the hearts and minds of the American public and the world at large.



RESTAURANTS/ HOTELS

To secure media attention for a distinctive restaurant, hotel, or resort, we plan captivating special events and press trips, and host food tastings for the media that capture the public's attention and reinforce an establishment's signature brand.

RPR has represented the most exclusive names in the restaurant and hospitality industry, from large hoteliers and top-named chefs to boutique lifestyle brands and intimate restaurants. We secure high-profile international exposure for our clients' establishments in influential travel, food and lifestyle publications and on top-rated television news and morning shows, websites and blogs.

Coupled with our media relations outreach, RPR has the ability to forge co-branding partnerships with leading designers and celebrities, an important component in ensuring broad media coverage and enticing visitors. Our restaurant-related activities include arranging appearances for the executive chef or key stakeholders, placing recipes in national magazines, securing participation in ongoing roundups, and generating feature stories.

HEALTH & WELLNESS

Healthy living is an increasingly popular trend that has captured consumers worldwide. The Health and Wellness category covers a broad range of lifestyle disciplines such as fitness, diet, complementary and alternative medicine, beauty, green living and spiritual healing.

We highlight the unique products and services available at our clients' health & wellness centers, positioning these facilities as invigorating oases. Our extensive experience in the Health and Wellness sector has allowed us to establish strong relationships with leading reporters and editors covering health and medicine, diet, beauty and the environment.

Our integrated programs include special events and unique co-branding and promotional opportunities that ensure our clients' facilities are seen as holistic environments where members and guests can nourish the mind, body and spirit.

ENTERTAINMENT

For two decades, RPR has created gripping media campaigns for our clients in the entertainment field. Our method is simple: We craft a message that cuts through the clutter and competition to make your talent stand out from the crowd.

Through our longstanding contacts at major consumer and entertainment media outlets (both regional and national), we generate maximum exposure for your offering. This can range from inclusion in roundup stories to major profile pieces and calendar listings (crucial to securing event attendance).

From book launches to sporting events and movie premieres, we create layered programs that generate sustained excitement, catapulting our clients and their projects to A-list status and cementing their place as cultural icons.



CAPABILITIES

As a full-service agency, Rubenstein Public Relations offers a comprehensive range of public relations techniques to help our clients maximize the benefits of their communications programs. These include:

- **Brand Positioning/Messaging**

A detailed analysis of a client and its offerings provides us with the tools to develop brand positioning and related messaging. Clients receive a message map, which contains concise statements about the company, distinguishing it from the competition and defining its position in the marketplace. Messages are backed by proof points supporting these claims.

- **Strategic Planning**

After participating in meetings to develop business and communications objectives, clients receive a public relations plan containing strategies, key messages, targeted media outlets and step-by-step media relations tactics. RPR can begin pitching immediately for clients with pressing deadlines.

- **Media Relations**

Generating media exposure is paramount to a successful public relations campaign. RPR forges enduring relationships with targeted reporters, editors and producers by developing innovative storylines that capture the media's interest.

- **Account Management**

RPR believes a team approach is the key to successful account management. To that end, each account is assigned a vice president to pitch and place stories. The vice president reports to a senior vice president, who supervises the account, while our media department provides ongoing support through all stages of a campaign. Additional staff is assigned to handle special events and functions.

- **Media Department**

RPR's media department is dedicated solely to pitching stories, ensuring that every client receives maximum exposure. A media department at a firm of our size sets us apart from the competition and speaks to our ability to win the trust of large enterprises.

- **Tactical Itinerary**

RPR provides clients with a tactical itinerary, a detailed description of all activities that will be undertaken for a meaningful period of time (four months to a year). Items in a tactical itinerary typically include a press release queue, meeting with journalists, speaking engagements, special events and other important milestones. When appropriate, the tactical itinerary is circulated to our clients' marketing and advertising departments in order to maximize editorial coverage and achieve other synergies.

- **Media Kit/Collateral Material Development**

RPR has the resources to produce press materials for a variety of media, including print, video, audio and the Internet. Most media kits we produce contain the following elements:

Corporate Backgrounder — A positioning document that describes a company's history and philosophy

Milestone Timeline — Milestones in a company's history, from its inception to the present

Fact Sheet — A quick reference for the media that provides important information about a company, its departments, key executives, service offerings and locations

Biographies/Photos — Background on media spokespeople, including areas of expertise on which they can provide commentary



- **Crisis Intervention**

RPR serves as a high-level counselor to individuals and companies at the center of litigation disputes, criminal and civil complaints, wrongful termination claims, labor disagreements, defamatory remarks lodged by third-party groups, and other sensitive matters that may elicit negative publicity. At the outset of any potential crisis situation, we formulate a detailed strategy, which includes selection of a spokesperson, creation of a media-relations policy and development of a positioning statement. We also work closely with a core team to take proactive steps to exonerate our clients in the press. This often includes advising on the selection of a legal team to file potential libel suits, and when possible, generating positive storylines distinct from the crisis at hand. We can also arrange editorial board meetings with newspapers and conduct off-the-record briefings with reporters covering the story.

- **Litigation Support**

A detailed communications strategy is a necessary tool for companies involved in delicate legal maneuverings. We partner with our clients' attorneys to develop cogent messaging that seamlessly conveys the stated legal positioning and effectively reaches target audiences. Ideally, clients choose to begin working with us before the initial filing of the complaint in order to curb any potential negative publicity and chart our strategy moving forward.

- **Online Marketing**

The widespread use of the Internet in today's marketplace has made online brand building a necessity. RPR develops powerful online marketing strategies for our clients, creating a strong Internet presence that builds on the publicity achieved through offline tactics.

We market to Websites of major print and broadcast media outlets, their staff bloggers and e-zines, and distribute client press releases through online wire services to ensure circulation of company information to Web journalists, editors and publishers.

We advise clients on individualized search engine optimization (SEO) programs designed around content development and editing, link building, selection of keywords, and social media optimization. We aim to meaningfully improve the search result ranking of our clients' Websites, press releases and earned online placements, stimulating Website traffic and making Web-based content as visible as possible.

We complement clients' online strategies with social media marketing activities, employing Web 2.0 applications such as blogs and microblogs, social networks, social bookmarking/tagging sites, multimedia sharing sites and Wikis to build brand awareness.

RPR's interest lies in our clients maintaining a favorable brand image on the Web. Using online reputation management (ORM) techniques, we proactively monitor online content and bury any negative coverage that adversely impacts a client's brand.

- **Social Responsibility**

The extent to which a company supports the local community and demonstrates its commitment to the common good pays rewards in generating positive exposure among clients/customers and employees. We advise clients on steps to take to enhance their philanthropic and charitable profiles, developing branded platforms, arranging partnerships with prominent charitable organizations and identifying sponsorship opportunities that reflect the principles of the company. We can also arrange for executives to serve on boards of high-profile charitable and civic organizations.



HISTORY

Richard Rubenstein founded Rubenstein Public Relations (RPR) in 1987. He quickly began amassing an impressive list of entertainment clients—performers, companies and events spanning many genres, including music, theater, film, radio and television.

During the 1990s, technology became a mainstay of the firm's clientele. As the Internet culture bloomed on the West Coast and in New York, Richard worked with many exciting start-ups. RPR continues to partner with innovative, pioneering companies in bio-technology, energy, telecommunications, alternative fuel and sustainable products. Of the firm's many successful campaigns, RPR provided media support for the rollout of the first electric taxi in New York City.

Richard also established long-lasting relationships with prominent financial and real estate entities, effectively blending his public relations acumen with the specialized knowledge he acquired at NYU's Stern School of Business.

Notably, Richard began working with entrepreneur and visionary Donald Trump, a relationship that has endured for over 15 years. Throughout that time, RPR has worked on many of Mr. Trump's most recognizable development projects, including The Palm Trump International Hotel and Tower, Trump Park Avenue, Trump Place, Trump Panama, Trump Tower Philadelphia, and most recently, Trump SoHo Hotel Condominium. In addition, Richard promoted Mr. Trump's book with Robert Kiyosaki: *Why We Want You to Be Rich*, and works closely with the next generation of Trumps.

Today, with a staff of 40 and growing, RPR's clientele includes many of the most well-known names in luxury lifestyle, business, and consumer brands. Specifically, RPR has carved a prominent space in the luxury real estate market in New York and abroad.

The firm is also established in worlds of fashion, design and hospitality, generating consistent high-profile coverage for brands such as Mikimoto. Other noteworthy clients have included FAO Schwarz and Manhattan Ford.

In the last several years, Richard has served as a high-level counselor to business leaders and public figures faced with highly sensitive litigation disputes and crises. His proven strategies have helped mitigate negative exposure and reframe public perception. He has also facilitated successful partnerships, including securing an exclusive deal for Donatella Versace to design the interiors at the Clock Tower.

In addition to his business activities, Richard is involved in a number of philanthropic organizations. He helped to found the Jewish Enrichment Center and also supports the Drum Major Institute for Public Policy, the American Folk Art Museum, the Municipal Art Society, and is a member of the Real Estate Board of New York.

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