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Mouth Public Relations Signs Six New Clients in January 2009

In Conjunction with the Firm's Second Anniversary, Company Rolls Out Two New Client Services

(MONDAY, JANUARY 26, 2009)—FOR IMMEDIATE RELEASE—Justin Loeber, President, **Mouth Public Relations**, announced today the signing of six new clients. The news comes as the company adds an Internet marketing initiative and a job-prepping “boot camp” for the everyday individual—two new services expanding the firm's list of expertise. Boasting a staff of four and more than 26 clients since its founding, Mouth Public Relations just celebrated its second anniversary in November 2008.

The new clients include **Whitelines**®, an award-winning, environmentally-conscious stationery business from Sweden, created by inventor **Olof Hansson**; **The Compass**, an extraordinary DVD documentary distributed by **FreMantle Media**, complemented by a novel of the same name (reminiscent of *The Alchemist*), co-written with **Tammy Kling** and published by **Vanguard**—with the entire brand conceived by **Dr. John Spencer Ellis**; **Drs. Douglas Hamilton and Babak Azizzadeh**, a dermatologist and a plastic surgeon who reveal the real deal behind an array of popular cosmetic treatments in **Beverly Hills Beauty Secrets**, published by **Wiley**; **Tank Black**, the infamous sports agent who was jailed for more than eight years and sets his record straight in a self-published memoir, aptly titled **Tanked!**; **Larry Johnson**, former CFO of Alcor who, along with co-writer **Scott Baldyga**, will reveal his experiences with the cryogenics organization in a jaw-dropping and chilling tell-all, **Shiver** (please note: for legal reasons, the publisher has asked not to be mentioned in this release); and **Aisling Juanjuan Shen**, who was born to illiterate peasants in a tiny rice-farming hamlet in China's Yangtze Delta and eloquently describes her burning ambition and formidable battles to escape her culture and destiny in her memoir, **A Tiger's Heart**, to be published by **SoHo Press**.

Along with these new and exciting projects, the company is proud to continue to be the PR Agency of Record for **The Globe Pequot Press** and **Cider Mill Press Book Publishers**.

“The clients on our roster are a true testament to the caliber of companies and personalities still eager to work with outside PR firms, as well as those who greatly value the services we provide,” says Justin Loeber. “Even in these bleak economic times, the successful can’t afford to sit around and wait for the world to change. We are a passionate enterprise and a cost-effective investment that makes sense,” adds Loeber. “Mouth Public Relations is assertively inventing new services to entice new clients, as well as provide the best possible ‘ROI’ to our existing ones. We’re going to take the phrase ‘full service’ to a whole new level.”

The new services include partnering up with various Internet marketing firms, who will act as “white label” employees to Mouth Public Relations’ staff. While understanding why prospective clients might be more attracted to working directly with an Internet marketing firm, Mouth Public Relations strongly believes that an effective, cohesive campaign should not be broken up into pieces. “Our role is to manage the whole brand, working with the Internet team on the overall style, sense and content,” Loeber explains. “Together with our tried-and-true ‘traditional school’ of pitching and booking TV, radio, and print media, our roster is bound to be successful in this challenging climate.”

Mouth Public Relations is also thrilled to offer a “Get Over Yourself and Get a Job”™ Marketing boot camp for “everyday clients” looking to find their dream job. “If you think about it,” Loeber reveals, “Clients should look at themselves as a branded business, pitching their services to other businesses (In PR, this is known as “Business to Business” or “B2B.”) We will overhaul clients’ resumes, prep job candidates for an interview, (helping them to determine the three reasons why someone should hire them), and even go shopping with them to find the perfect interview suit! (We’ll also consult on their hair and makeup.) Based on my 20 years of interviewing candidates, I have some secrets real people need to know about how to beat the competition, nail the interview, and get hired!”

Founded in November 2006 by 20-year PR veteran Justin Loeber, Mouth Public Relations, LLC, is a boutique PR firm with four staffers in New York City, specializing in consumer, author, celebrity, beauty/lifestyle, sports, hard news, health/non-profit, magazine, B2B, media prepping, “The Get Over Yourself and Get a Job”™ boot camp, (a new service called for those looking to establish their own personal brand as they search out new employment and create a new career), and event planning categories of PR. In addition to these services, the company is launching partnerships with Internet marketing firms around the country.

For more information on the company, clients, and services, please call Justin Loeber, 212-260-7576; Media@MouthPublicRelations.com; or click on to the website, <http://www.MouthPublicRelations.com>

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