

FOR IMMEDIATE RELEASE

Martopia® Taps Mitch Cohen to Run Public Relations Group

MPRG to Serve Healthcare, Financial Services and Technology Sectors

Chicago – February 8, 2011 – Martopia, an award-winning branding, marketing, public relations and interactive firm that specializes in helping companies achieve brand distinction, today announced it has named Mitch Cohen to head the newly formed Martopia Public Relations Group, called MPRG, headquartered in New York.

Martopia's public relations organization has experienced exceptional growth during the past decade, with its PR clientele expanding to include larger and more complex organizations with a significant stake in building, managing and protecting their corporate reputations in today's era of digital media.

“Over the years, Martopia has assembled a team of expert communications professionals with deep-rooted experience in the financial services, healthcare and technology sectors,” says Christi Rankin, Martopia CEO and Chief Reputation Strategist for MPRG. “Mitch has been an important part of our success, and brings keen vision, strategic expertise and a strong passion for results to his new role.”

As SVP, Managing Director of MPRG, Cohen leads a team of highly skilled public relations professionals tasked with maximizing visibility, awareness and reputational stature for the firm's clients. He brings to the table more than a decade's worth of PR and strategic communications expertise, with a passion for disruptive technologies and the ever-evolving new media landscape.

“My professional career grew in tandem with the rise of the Internet,” explains Mitch Cohen, SVP and Managing Director of MPRG. “I've always leveraged new technologies and emerging communications platforms for clients. Paradoxically, as a result of those very same breakthroughs, it's now much harder for companies to cut through the chaos and get their story heard. Achieving strategic distinction is more challenging than ever before. That's where MPRG comes in.”

About Martopia®

Martopia is an award-winning branding, marketing, public relations and interactive firm that helps companies achieve brand distinction through highly strategic, integrated communications programs. Martopia develops groundbreaking strategies to empower its clients to compete strong and clearly stand out from the competition. With offices in Chicago, Ann Arbor and New York, Martopia works with a broad range of clients nationwide from emerging companies to Fortune 500 corporations. For more information call 866.587.9944 or visit the company's Website at www.martopia.com.

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