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BackBay Communications Hires Megan Ryan as Account Coordinator

BOSTON, April 30, 2008 – BackBay Communications, a strategic marketing and public relations firm focused on the financial services, professional services, and financial technology sectors, today announced that Megan Ryan has joined the company as an Account Coordinator. Meg focuses on research and media relations for several clients including the Association for Corporate Growth (ACG) and Drum Capital Management.

Prior to BackBay, Meg was a Princeton Project 55 Fellow at the educational nonprofit organization Global Kids, where she served as the Development and Communications Assistant. Previously, she served as a Roma rights advocate at an international public interest law organization in Budapest, Hungary. Meg holds a B.A. from Princeton University's Woodrow Wilson School of Public and International Affairs.

"We are glad to have Meg join BackBay," said Bill Haynes, President, BackBay Communications. "Her research, writing and communication skills will be a great benefit to BackBay, where we pride ourselves on providing the highest quality public relations and marketing services to our clients."

About BackBay Communications

BackBay Communications is an independent strategic marketing and public relations firm focused on the financial services, professional services, and financial technology sectors. Headquartered in Boston, BackBay serves companies and professional organizations across the country, with current clients in Boston, Chicago, Denver, New York, San Francisco, and Washington, DC. Through strategic partnerships, BackBay provides US-based clients with services in Europe and China. www.BackBayCommunications.com.

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