



KAREN CLARK & COMPANY

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**Karen Clark & Company Selects BackBay Communications
As Public Relations Agency of Record**

Financial Services PR Specialist to Represent Catastrophe Risk Management Pioneer

BOSTON, August 25, 2008 – BackBay Communications, a strategic marketing and public relations firm focused on the financial services sector, today announced that Karen Clark & Company, an independent provider of catastrophe risk management services, has signed BackBay as its public relations agency of record. BackBay offers a full range of public relations and marketing services. Their efforts with Karen Clark & Company will focus primarily on enhancing media relations, and securing and promoting speaking engagements.

“BackBay Communications’ financial services expertise and experience in the insurance sector will be helpful for our firm as we accelerate our growth,” said Karen Clark, President and CEO of Karen Clark & Company. “As we focus on developing new risk management tools to aid insurance company executives with catastrophe risk management and assessment, we look to BackBay to help us more effectively organize and promote our products, services and insights.”

“We are excited to be working with Karen Clark & Company as it continues to develop innovative risk management tools and works with companies to make sure they are deriving full value from these tools,” said Bill Haynes, President, BackBay Communications. “This is a great opportunity to work with a true pioneer in the field.”

About Karen Clark & Company

Karen Clark & Company is an independent provider of catastrophe risk management products and services. The company works with senior executives and boards of directors to help ensure their companies have in place effective risk management processes that conform to best practices. Karen Clark & Company also provides unique executive briefings to inform senior management and company boards on specific information they need to know on catastrophe risk, catastrophe models, and using model results to manage risk. The company was formed by Karen Clark, internationally recognized expert in catastrophe risk assessment and management. Ms. Clark developed the first hurricane catastrophe model, and in 1987 founded the first catastrophe modeling company, Applied Insurance Research (AIR). For more information, please visit www.karenclarkandco.com.

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 United States, with current clients in Boston, Chicago, Denver, Los Angeles, and New York. Through strategic partnerships, BackBay provides US-based clients with services in Europe and Asia.
www.BackBayCommunications.com.

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