



PRESS RELEASE

TRONCOSSI PUBLIC RELATIONS ANNOUNCES NEW APPOINTMENTS

(Hamilton, Bermuda, July 27, 2010) – Troncossi Public Relations (Troncossi), one of Bermuda’s leading public relations and social media consultancies, today announces the appointment of Amanda Monteleone and Victoria Benz as public relations consultants.

Amanda and Victoria joined Troncossi on July 1 and July 16, respectively. In their new roles, they will be responsible for advising clients on public relations strategy, generating media exposure, managing potential communications crises, monitoring the media and social networking sites, and leveraging social media to influence target audiences. They also will be developing various communications materials such as press releases, newsletters, speeches and positioning statements.

Prior to moving to Bermuda, Ms. Monteleone worked in Atlanta as an Account Supervisor in the Consumer Division of Cohn & Wolfe, one of the world’s top 10 international public relations agencies. Her client portfolio included Walmart, Lowe’s Home Improvement, Kodak, Hilton Hotels Corporation and the Panama Board of Tourism. Prior to joining Cohn & Wolfe, Ms. Monteleone held the position of Media Relations Specialist at Ketchum.

In addition to more than 12 years of experience in the public relations industry, Ms. Monteleone has a Bachelor of Science in Agriculture Communications from the University of Florida.

Ms. Benz joins Troncossi with more than 15 years of experience in both agency and client-side public relations and marketing communications. In her most recent positions, Ms. Benz served in executive management roles at MWW Group and Ogilvy Public Relations Worldwide in New York City. She led accounts in both the consumer and



healthcare practices. Prior to that, Ms. Benz worked in marketing communications at Children's Hospital of Wisconsin, as well as nationwide U.S. retailer, Batteries Plus. She received her Bachelor of Arts from University of Wisconsin.

"I am delighted to welcome Amanda and Victoria on board," said Elizabeth Tee, managing director at Troncossi Public Relations. "Our consultancy's continued growth reflects the rising awareness in Bermuda about the importance and cost-effectiveness of public relations and social media as integral elements of communications programmes. Both Amanda and Victoria bring to Troncossi extensive communications knowledge and experience, which will prove invaluable to the wide variety of clients we serve in developing and positioning their brands."

Troncossi is Bermuda's most experienced public relations consultancy. It has been raising company profiles and advising Bermuda's leading CEOs and organisations for 10 years. The consultants at Troncossi are professionally recognised by the Chartered Institute of Public Relations and the firm employs the island's only Accredited PR Practitioner. Troncossi offers its clients access to a combined 55 years of experience in the public relations industry with strategic communications advice available 365 days a year.

For further information on how public relations or social media can enhance your firm's market presence, please telephone Elizabeth Tee on 292-5838 or e-mail liz@troncossi.bm

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