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Twenty-Year PR Veteran and Renowned Strategist Joins Live Wire

ALEXANDRIA, Va. (January 2, 2007) — Live Wire Media Relations, LLC, one of the top rated media relations firms in the Washington, DC area, announced today its newest team member, Jim Carey.

As a seasoned communications professional, Carey brings a wealth of experience with him in the fields of public affairs, grassroots and technology. He will continue to create strategic communications plans and aggressive media campaigns at Live Wire for both regional and national clients including Raytheon.

“We are so pleased to bring such a renowned public relations expert on board,” said Chryssa Zizos, Live Wire Media Relations’ CEO. “His talent, professionalism, energy, diverse background and exceptional strategic planning skills will be an outstanding addition to our executive team.”

Noted for his highly effective communications strategies, Carey has more than twenty years of experience as an advertising/public relations practitioner. Carey is a former reporter and grassroots activist as well as the driving force behind the opening of Ogilvy’s Moscow office. He also played an integral part in helping the American Hospital Association face unique communications challenges during the most recent national healthcare debate. He assisted major labor/management committees balance the delicate issues of employment and the environment of the Spotted Owl issue and devised a dynamic media relations outreach campaign that resulted in the transformation of a small technology firm into a major industry player.

In addition to his extensive agency experience, Carey has also served as the political director of the Ohio Democratic Party and was hired by the Democratic National Committee (DNC) to coordinate its selection of delegates for the presidential election of 1988. Carey then served as the executive director of the Credentials Committee and the political director of the DNC.

With this extensive media relations background, Carey will provide clients with the top level attention and high degree of professionalism they have come to expect from Live Wire Media Relations. Carey holds degrees from Bowling Green State University and Cleveland State University.

About Live Wire Media Relations, LLC

Founded in 1998, Live Wire Media Relations, LLC provides innovative, strategic public relations consultation to establish communications objectives, identify media targets, and develop media opportunities and-most importantly-deliver results. Live Wire's seasoned professionals design and implement multi-faceted campaigns that maximize clients' media exposure and deliver messages that influence, persuade, and compel audiences to action. Live Wire's areas of expertise cover media and industry analyst relations, message development, media and presentation skills training, as well as issues and crisis management across a variety of practice areas, including technology, financial services, healthcare, consumer goods/services, federal government, education, and consulting. For more information visit us at www.livewiredc.com.