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WALEK & ASSOCIATES HIRES PUBLIC RELATIONS EXECUTIVE IN NEW YORK

NEW YORK, November 11, 2008 – Walek & Associates, a global financial and corporate public relations firm, announced today that Stefan Prelog has joined the firm as a Senior Account Executive executing media and public relations programs for clients of the firm’s Global Capital Practice Group. He reports to Walek & Associates Principal, Armel Leslie.

Prior to joining Walek & Associates, Mr. Prelog, 37, designed and executed media relations campaigns for leading financial executives including The Vanguard Group founder John C. Bogle, Greenlight Capital Inc. Founder and President David Einhorn, *Investor’s Business Daily* founder William O’Neil, and *Rich Dad, Poor Dad* series author Robert Kiyosaki in support of book launches and ongoing exposure.

“Stefan has a rich and diverse background and has worked with true visionaries in the financial industry,” Mr. Leslie said. “Now, more than ever, it is crucial for financial services firms to demonstrate leadership.”

Mr. Prelog has held various media relations positions at McAllister-Rowan Communications and Ruder Finn, Inc. He began his career as an event and marketing manager handling sponsorship programs for corporate clients.

Mr. Prelog holds a Master of Arts degree in Journalism and Mass Communications from the University of North Carolina (Chapel Hill), and a Bachelor of Arts degree in Journalism and Mass Communications and Political Science from Rutgers College.

About Walek & Associates

Walek & Associates is one of largest and fastest-growing independent financial and corporate public relations firms. Founded in 1998 and with offices in New York and Hong Kong, Walek specializes in public relations and investor relations in capital

markets, asset management, hedge funds, professional and financial services, information and financial technology, and public companies in all sectors. From building visibility and brand to financial PR, financial transactions, product and service launches, and managing crises, Walek delivers results that help clients build business.
www.walek.com.

Walek & Associates was recently named “Top Independent PR Firm” in the Financial/Investor Relations category by *O’Dwyer’s PR Services Report* and received the Boutique Public Relations Firm award from *Hedge Fund Journal*.