



Media Contact:

Armel Leslie
Walek & Associates
212-590-0530
aleslie@walek.com

**FINANCIAL PR VETERAN MORRISON SHAFROTH
JOINS WALEK & ASSOCIATES**

**Heads New Western U.S. Office; Expands Client Roster for Global
Agency**

NEW YORK, September 21, 2011 – Walek & Associates, a leading independent global financial and corporate public relations firm, announced today that Morrison “Mo” Shafroth has joined the firm as Vice President. Mr. Shafroth will anchor the firm’s new office in Boulder, Colorado, and will work with Walek’s Global Capital Practice Group, headed by Partner, Armel Leslie.

With more than 20 years in corporate public relations, business communications and journalism, Mr. Shafroth has successfully directed numerous communications campaigns for leading firms in asset management, financial services and real estate, including financial services powerhouse Charles Schwab, asset managers Grail Advisors, Rydex|SGI and Transamerica Funds, and real estate firms Brownfields Capital, Revival Funds and Claremont Information Systems.

As a financial journalist, Mr. Shafroth was editor of *San Francisco Business Magazine* where he covered news and trends in the region’s banking and finance, commercial real estate and corporate sectors.

Mr. Shafroth brings with him new clients ARIA Retirement Services, Dreman Value Management and Lincoln Trust Co and will also oversee select Walek & Associates clients.

“With Mo onboard we truly have an unrivaled, national team across all spheres of traditional and alternative asset management and financial services,” Mr. Leslie said. “I am confident that Mo will provide the highest level of professionalism, guidance and execution to our clients.”

“I have worked with Mo in many situations during the last two decades and he exemplifies the knowledge, service and results-driven execution that is the Walek global brand,” said Thomas Walek, Founder and President. “This is a significant development for our business and Mo is a critical component of our client-focused growth strategy.”

Prior to joining Walek & Associates, Mr. Shafroth led the financial services and sustainability practices at CSG|PR in Denver. Before that, he was PR Director at Charles Schwab & Co., Inc., in San Francisco, developing communications for the launch of Charles Schwab Bank, supporting Schwab Advisor Services, and promoting Schwab’s \$400 billion fund platform.

Mr. Shafroth began his public relations career at the Pacific Stock Exchange in San Francisco and Los Angeles where he served as corporate communications manager. He was editor of *San Francisco Business Magazine* and a reporter at the *San Francisco Examiner*. He holds a bachelor's degree in political science and environmental studies from the University of Vermont.

Walek & Associates

Walek & Associates is one of largest and fastest-growing independent, global financial and corporate public relations firms. Founded in 1998 and with offices in New York, Boulder and Hong Kong, Walek specializes in public relations and investor relations in capital markets, asset management, hedge funds, real estate, private equity, professional and financial services, information and financial technology, and public companies in all sectors. From building visibility and brand to financial PR, transactions, product and service launches, and managing crises, Walek delivers results that help clients build business. www.walek.com

New York

Walek & Associates
317 Madison Avenue
Suite 2300
New York, NY 10017
212-889-4113

Boulder

Walek & Associates
1426 Pearl Street
Suite 210
Boulder, CO 80304
720-470-3653

Hong Kong

Walek & Associates (Hong Kong) Ltd.
31/F Entertainment Building
30 Queen's Road, Central Hong Kong
+852 2273-5102

#