



Media Contact: Stefan Prelog
Walek & Associates
212-590-0523
Sprelog@walek.com

AWARD-WINNING FINANCIAL PUBLIC RELATIONS FIRM LAUNCHES BOOK DIVISION

NEW YORK, May 20, 2010 – Walek & Associates, one of the largest and fastest-growing independent, global financial and corporate public relations firms, today announced the establishment of a Book Projects and Promotions division.

The new division will work with publishers and authors to strategically position financial and investment titles across all media platforms, as well as assist clients who are interested in writing books with all stages of the publishing process – from proposal writing to connecting with the right agents and publishers.

“Our positioning within the finance industry allows us to leverage our expertise and relationships for our publishing clients,” said Tom Walek, founder and president. “That helps position book projects correctly and build visibility and business for our clients.”

Recent book projects include financial and investment titles: *The Corruption of Capitalism* by Richard Duncan (CLSA Books, 2009), *Aftershock* by Robert and David Wiedemer (Wiley, 2009), *The Elements of Investing* by Burton Malkiel and Charles D. Ellis (Wiley, 2009).

The book division is part of the Global Capital Practice Group and is headed by Stefan Prelog, who has more than 10 years of book promotion experience. He is currently a Senior Account Executive, and has executed publicity campaigns for authors such as Jack Bogle, David Einhorn and William O’Neil.

“As people try to make sense of the economy, finance and investing books fill an important void in shedding light on the dynamics of the evolving landscape – from marketplace risks and trends to broader global and societal implications,” said Prelog.

About 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 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 received the *Hedgeweek* award for Best PR firm in 2010, and the Boutique Public Relations Firm award from *Hedge Fund Journal* in 2008. Walek has consistently ranked in the O’Dwyer’s List of Top Independent PR Firms.

#