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WALEK & ASSOCIATES' ROSEN TO ADDRESS "PR PERIL AND PROMISE OF GOOGLE" AT WORLD'S LARGEST MEDIA RELATIONS SUMMIT

New York, January 26, 2006 – The head of Walek & Associates' Information & Technology Practice Group will address the "PR Perils and Promise of Google" at Media Relations 2006, the world's largest gathering of public relations professionals. David Rosen will discuss the emerging role of technologies such as Google AdWords, blogs, wikis, and podcasts in public relations and crisis communications.

"Whether you're making a CEO look brilliant, embarrassing political opponents or limiting damage in a scandal, no tool should be left out of the PR toolbox. The only question for PR pro's is, will it be you or your competition holding the hammer?" said Rosen.

Presented by Bulldog Reporter, Media Relations 2006 is the world's largest summit meeting on media relations, featuring more than 100 top-tier journalists, bureau chiefs and PR professionals. Mr. Rosen will speak on Tuesday, April 11th as part of the panel, "Revolutionary PR Technologies: New Tools for Pushing Your Message Through."

David Rosen is a Principal at Walek & Associates, creating and executing PR programs for companies ranging from venture-backed start-up's to multinational corporations. He lectures regularly on media relations at New York University and the City College of New York, and has written about the impact of emerging technologies on PR for publications such as PR Week and PR News magazine. Rosen also volunteers as a crisis communications spokesman for the American Red Cross, conducting TV, radio and print interviews during critical incidents such as fires, floods and the 2003 East Coast blackout.

About Walek & Associates

Walek & Associates is the fifth largest, fastest-growing independent public relations firm in the U.S. serving corporate and financial clients.

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