

NEWS RELEASE

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IMAGE PROFESSORS TEAMS WITH THOMSON COMMUNICATIONS New England Firms Collaborate to Service Growing Client Rosters

NORTH ANDOVER, MASS. --- Image Professors, a strategic and creative communications consultancy, has announced an extended relationship with Thomson Communications, and assignment to the Verizon Wireless – New England account. More than a year ago, Thomson Communications and Image Professors co-pitched and won the New England-based business of Verizon Wireless. The combined talents of both Thomson Communications and consultants from Image Professors successfully earned results in 2001 which far surpassed Verizon Wireless’ expectations, and has since resulted in an extended two-year public relations contract.

“Our work with Image Professors has allowed us to expand our capabilities in more ways than one,” said David Thomson, president and founder of Thomson Communications. “As a consultancy, their strength is most valuable on large projects which require additional bench strength and seasoned professional vision. We foresee a long-term relationship with the Image Professors team.”

Since initiating the collaboration, the effective public relations formula displayed by the two organizations has also been employed in *pro bono* business collaboration. The firms have done work with both the Massachusetts chapter of the Alzheimer’s Association, and Rainbow Tribe, a non-profit dance company dedicated to bridging cultural differences and fostering a universal appreciation for dance in all forms.

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“We couldn’t be more excited to have such a solid relationship with Thomson Communications and its clients,” said Wendy Bulawa, Image Professors’ principal. “Our team-oriented approach has resulted in success not only for our clients, but for our two organizations as well. It’s the type of business success story that most organizations dream of, but often can never attain.”

About Thomson Communications

Founded in 2001 and headquartered in Danvers, Massachusetts, Thomson Communications is a strategic communications firm specializing in public relations, marketing consulting and sponsorship and event management. The firm, which names Verizon Wireless, the Massachusetts Chapter of the Alzheimer’s Association and GOwireless to its client roster, works with publicly-traded corporations, privately held companies and non-profit organizations. The company maintains a web site at www.thomsoncommunications.com.

About Image Professors, Inc.

Committed to the highest standard of excellence, Image Professors was founded in 1999 as a strategic public relations and communications consultancy. Based in metro Boston, the heartland of New England’s technology center, Image Professors’ client roster contains members from both high technology and consumer markets. The firm specializes in media and analyst relations and innovative communications campaigns which require a creative edge. More information can be found on the organization’s web site located at www.imageprofessors.com.

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