

# Feintuch Communications Launches as Independent Strategic Relations Firm

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*B-to-B and B-to-C Firm Starts with Several Accounts; Membership in ECP Global Communication International Network*

NEW YORK, April 6 /PRNewswire/ -- Feintuch Communications, Inc. ([www.feintuchcommunications.com](http://www.feintuchcommunications.com)), a strategic relations firm founded by industry veteran and former journalist Henry Feintuch, has opened for business with offices at 245 Park Avenue in New York City.

(Logo: <http://www.newscom.com/cgi-bin/prnh/20090406/NY94367LOGO> )

Mr. Feintuch, formerly managing partner, public relations, with KCSA Strategic Communications, left the firm in late December to start the new organization. Feintuch Communications acquired KCSA's equity interest and membership in ECP Global Communication ([www.ecpglobal.com](http://www.ecpglobal.com)), a 20-year old international alliance of independent PR firms. Mr. Feintuch serves on the organization's board.

The new firm, focusing on B-to-B and B-to-C communications campaigns, specializes in four categories where the management team has deep expertise -- technology, financial services, healthcare/life sciences and advertising/media. Initial clients include 3rd Dimension Technologies, Basex, Bixby Energy, GAIN Capital/FOREX.com, Marketcetera and Tervela.

Joining Mr. Feintuch as a senior vice president is Steph Johnson, formerly with San Francisco-based Page One PR. Ms. Johnson brings 15 years of public relations and communications experience to clients in the professional services, technology and healthcare sectors. Focused heavily on the financial services industry, she enjoys a strong reputation with software vendors, market data providers, liquidity venues and end-user financial firms.

"We are committed to delivering integrated public relations and marketing programs that generate revenue and help to build our clients' brands -- all managed by hands-on senior practitioners," said Mr. Feintuch.

"For start-ups and companies targeting North America, we've also developed a set of turnkey professional services that allow them to enter our market quickly and efficiently -- everything from legal, accounting, administrative, HR and recruitment to business development and distribution services. Our strategic relations platform focuses on our clients' business needs -- regardless of whether they are seeking a full-scale PR program, project support or help in setting up a new business entity."

During his 22-year tenure at KCSA, Mr. Feintuch developed and implemented hundreds of successful client campaigns for prominent organizations including 17-year client, Arbitron, IEEE, International Paper and BellSouth as well as many domestic and international emerging companies. He also created the firm's advertising and media practice, serving a wide array of traditional and out-of-home media companies, and its global tech group, with a heavy emphasis on emerging technology from Israel.

Previously, he served as director, corporate communications for Scanvest Ring, a marketer of enhanced 9-1-1

automatic call distribution technology. Early in his career, Mr. Feintuch served as news assignment editor for WCBS-TV in New York City. He was also a reporter and anchorman for several New Jersey radio stations.

Mr. Feintuch earned his bachelor's degree in television and radio from Brooklyn College, City University of New York. He is an active member of the Public Relations Society of America, the former chair of its technology section and past co-chair of its annual T3 technology conference. He also serves on the advisory board of Quu, an interactive media technology company that has developed a complete, turnkey solution for the radio industry.

Prior to her work with Page One PR, Ms. Johnson managed her own PR consulting business for six years, where she functioned as a global public relations director for multiple clients including worldwide brands such as Citibank, Coopers & Lybrand and Hewlett-Packard and start-ups such as Tervela, Volante and Kx Systems.

Ms. Johnson spent her early career working for several independent integrated marketing firms in New York City including Spring O'Brien, KCSA and Elizabeth Howard & Company, where she focused on promoting financial services and technology companies in the US and the UK. She graduated from the College of Journalism and Communications at the University of Florida with a degree in public relations. Ms. Johnson serves on the board of directors for the Samaritans suicide prevention hotline.

Feintuch Communications is located at 245 Park Avenue, 39th Floor, New York, NY 10167; telephone 212-808-4900 and email [info@feintuchpr.com](mailto:info@feintuchpr.com).

#### About Feintuch Communications

Feintuch Communications ([www.feintuchcommunications.com](http://www.feintuchcommunications.com)), based in New York City, is a strategic relations firm with decades of experience in developing and implementing successful public relations programs for organizations of all types and sizes -- from emerging companies to non-profits, associations and the Fortune 500. The firm specializes in B-to-B and B-to-C programs with a focus in technology, financial services, healthcare/life sciences and advertising and media. Its vision is to provide the expert service, experienced counsel and hands-on support that clients need to meet their business objectives.

Editor's Note: A company logo and photos of Mr. Feintuch and Ms. Johnson are available upon request.

Photo: <http://www.newscom.com/cgi-bin/prnh/20090406/NY94367LOGO>

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