Press Releases

Brooks, Houghton Hires Feintuch Communications as PR Agency of Record

NEW YORK, Aug. 23, 2011 /PRNewswire/ -- Brooks, Houghton & Company (www.brookshoughton.com), a highly respected merchant bank that provides investment banking services and principal investments to middle-market and emerging growth companies, has chosen Feintuch Communications as its public relations agency.

Founded in 1989, the firm's investment banking business is known for building long-term, client relationships utilizing innovative, corporate finance solutions including M&A advisory, private placements and financial advisory with senior professional execution. Brooks, Houghton's principal investment business has managed or is currently managing three investment funds dedicated to providing short-term, mezzanine capital to middle market companies throughout the U.S. and three investment funds dedicated to insurance-related investment opportunities.

"For more than 20 years, Brooks, Houghton has been a trusted name in the financial and business community and has had the support of many of our clients and portfolio companies," said Kevin Centofanti, senior managing director of the firm. "Now, with help from Feintuch Communications, we're looking to broaden marketplace awareness of our firm and our broad range of services."

"Brooks, Houghton is one of the best kept secrets in the merchant banking sector," said Henry Feintuch, president, Feintuch Communications. "We will work closely with management to implement a strategic and proactive media relations and marketing oriented campaign targeting mid-tier public and privately held companies involved in manufacturing, distribution and business services as well as firms in the digital media, consumer products, technology and health care sectors where Brooks, Houghton has domain expertise."

The account will be managed by Mr. Feintuch and Christa Conte, account director. Other current clients in the financial services sector include GAIN Capital Holdings, Inc. and its FOREX.com® retail forex brand; and Imperial Holdings, Inc.

About Brooks, Houghton & Company

Founded in 1989, Brooks, Houghton & Company, Inc. (www.brookshoughton.com) is a well-established merchant bank that provides investment banking services and principal investments to middle-market and emerging growth companies. The firm is very experienced in mergers and acquisitions (M&A) and corporate finance as well as principal investing through various funds managed by its senior personnel. The firm's broker/dealer, Brooks Houghton Securities Inc., is a registered member of FINRA and SIPC. Brooks, Houghton is headquartered in New York City.

About Feintuch Communications

Feintuch Communications (www.feintuchcommunications.com), based in New York City, is a strategic relations firm offering clients an integrated blend of public relations, advertising/marketing, investor relations and other services to meet their business objectives. Part of international PR alliance ECP Global (www.ecpglobal.com), the firm specializes in B-to-B and B-to-C programs with a focus in technology, financial services, advertising and media and energy/clean tech. Feintuch Communications prides itself on its strong service ethic, senior counsel and hands-on support.

The company's JumpStart Global Advisors (www.jumpstartglobal.com) subsidiary provides a set of turnkey services that allows start-ups and multi-national firms to enter the U.S. market quickly and efficiently – everything from company formation, legal, accounting, administrative, HR and recruitment to business development, public relations and broad marketing initiatives to generate inquiries.

SOURCE Feintuch Communications