

SKYE COMMUNICATION, LLC

CLEAR, CONCISE, COMPREHENSIVE, CONFIDENT

“Our goal is always to find great companies with great stories that we can stand behind, in order to garner the media coverage that they truly deserve.”

Skye Communication specializes in high-end and corporate public relations, promotions and marketing. We pride ourselves in building effective communication campaigns for our clients, with both strategic and creative foundations that can grow with their needs and the ever-changing media market. Skye Communication maintains solid relationships with top-notch journalists in the business, consumer and trade press. We keep our finger on the pulse of the industry, providing an innate ability to predict lifestyle and business trends. Being one step ahead of our clients' competition has paved a shared road of success. Our clients are always the buzz in their industry.

“At Skye Communication, we specialize in our clients, not their competition!”

Skye Communication never takes on clients in competing markets. Many of our competitors recruit clients in a particular field in order to be 'niche' PR firms that 'specialize'. By recruiting our clients from very diverse fields, Skye Communication stands out from the pack. We've found this philosophy keeps our ideas fresh and prevents 'static' media pitches. If an editor approaches us for a media placement, we don't have to choose one client over another. Your PR campaign will not compete against another client for attention.

“Our approach is simple and tailored to each individual client:”

- We work to understand your industry (a clean slate with no prejudices)
- We establish a game plan that suites your individual needs (not an established mold)
- We establish strong tailored relationships with editors that cover your industry
- We generate clear and concise messages to garner the media coverage you deserve
- We draw from our experiences in other industries to stay fresh and innovative

“At Skye Communication, we are perfectionists.”

We present both media and consumers with thoughtful and insightful stories on our clients. The stories that we write set the trends in the industries our clients serve. Obtaining positive coverage for our clients establishes them as authorities in their respective fields, and works to build and maintain strong brand equity.

About Us



Skye E. MacBroom
Director of Public Relations

Skye has extensive public relations industry knowledge, having worked on numerous national media campaigns over the last decade. She has secured placements in top-tier national magazines and newspapers for a spectrum of high profile clients. Skye worked and consulted for some of the best PR firms in Connecticut - Cronin and Company, Baldwin Alverio Media Marketing, LAPR and Images and Details. Landing a position at Martha Stewart Living OmniMedia as a personal fashion stylist for Stewart was an opportunity for Skye to pursue her second love - women's fashion and style. Unfortunately, the legal problems plaguing Martha forced her to stop taping shows for a few months, leaving Skye open to pursue the entrepreneurial itch that runs in her family. Skye soon began her own public relations agency and Skye Communication was born.

Skye has always had a passion for Public Relations. In fact, she founded the Public Relations plan of study for the University of Connecticut, being the first student to graduate from the university with a degree in PR. She then went on to receive a second bachelor's degree in Communications. Skye is a corporate member of the PRSA, the Public Relations Society of America, and Avant Guild Media Bistro.



James H. DeMicco
Director of Marketing

Jim consulted on the development of Skye Communication and joined as Director of Marketing shortly after it was founded. He brings a strong knowledge of marketing, advertising and business development to the company. Prior to joining Skye Communication, Jim worked as a product manager at The Danbury Mint, where he was responsible for over \$12 million in annual direct marketing sales. While at The Danbury Mint, Jim was in charge of projecting and budgeting sales and shipment numbers, maintaining product inventory and quality, and analyzing and reacting to marketing results - an invaluable resource when dealing with our business-driven clients. He also worked on outsourcing photography, creating and outsourcing advertising materials, and purchasing print advertisements in the media. This has been a significant asset, allowing Skye Communication to offer marketing and advertising services to our clients along with PR.

Jim graduated from Yale University with a degree in Political Science. Learning a strong work ethic at an early age, Jim gladly joined the labor force during college as a Subrogation Analyst for Travelers Insurance. He often worked 30 hours a week during the semester to pay for his education.



Our Clients

Skye Communication's clients span the corporate spectrum in their respective fields and industries. They range from an event producing lifestyle authority to a private equity firm, and from an exclusive entertainment and culinary venue, to an environmental science and engineering firm. They range in size from small offices with three employees, to mega corporations with international locations and thousands of employees. No matter what industry our clients are immersed in, the process for any communications campaign is the same -it has to be clear, concise, comprehensive and confident.



Avon Boogie For Breast Cancer

Avon Boogie for Breast Cancer is a bi-annual fundraiser initiated by a Connecticut committee of volunteers and workers, to increase awareness and find a cure for breast cancer. Boogie for Breast Cancer hosts a Spring dance party with various satellite events throughout the year.

In 2005, Boogie is hoping to raise more than \$350,000 for The Avon Foundation Breast Cancer Crusade. All proceeds go directly to Avon which supports five areas of the breast cancer cause: awareness and education, screening and diagnosis, treatment, support services and scientific research. Please visit www.boogieforbreastcancer.com and www.avoncompany.com/women/ for more information.



Best Manufacturing Group LLC

Best Manufacturing was founded in 1914 with the purpose of making a higher quality product for the textile rental service industry. Today, Best is the country's largest manufacturer and distributor of service apparel and textiles as well as other products for the hospitality, healthcare and textile rental industries and image apparel for corporate America.

A leader in innovation, Best is headquartered in Jersey City, New Jersey with satellite operations strategically located across the United States, Canada, Mexico and Asia. Best is a supplier of textile products, uniforms, amenities and guest room supplies to hotels, motels, cruise lines, clubs, restaurants, airlines and casinos throughout the United States and Canada. Please visit www.bestmfg.com for more information.



Golf Made Simple

Golf Made Simple, a golf school with locations in St. Augustine and Amelia Island, Florida, and Santa Barbara, California was named the "Third Best Golf School in America," by *Men's Journal*. Golf Made Simple was founded in 2000 by PGA professional Marc Solomon who is nationally recognized as one of the "Top 10 under 40," golf instructors by *Maximum Golf Magazine*.

92% of golfers who score between 90 and 100 before attending Golf Made Simple, will improve 6 to 11 strokes during their 3-day program. The philosophy at Golf Made Simple focuses on improving each student's natural swing, not changing their grip or stance. Golfers learn how each movement affects their swing independently, to generate one consistent swing for all 14 clubs. Please visit www.golfmadesimple.com for more information.



Living in Harmony

Living In Harmony –The Center for Emotional Health, provides an array of highly effective services from the fields of counseling, psychotherapy, medication management, divorce mediation and coaching. The Westport, CT therapeutic center offers a unique client-centered approach to dealing with today's emotional, behavioral, and spiritual challenges, by bringing together highly qualified practitioners from a wide range of disciplines. Living in Harmony's philosophy is to help individuals and families draw upon their own strengths and skills to resolve current problems and find new solutions.

Living in Harmony specializes in Marriage and Family Therapy, Domestic Violence Prevention, Anger Management, and Personal and Professional Coaching. For more information, please visit www.livinginharmonycenter.com.



MAIN STREET
RESOURCES

Main Street Resources, LLC

Main Street Resources is a Westport, CT-based non-controlling private equity firm. Main Street generally commits \$2-10 million equity capital in transactions that include growth fundings, equity financings, and management buyouts. Main Street's investment approach targets businesses with experienced, proven management teams that demonstrate solid profitability and compelling growth opportunities.

Main Street's management shares their success by donating 10% of their annual compensation to charity. The marked success and continuous growth of Main Street's portfolio companies provides a testament to the value of their unique investment approach and business philosophy. For more information, please visit www.mainstreet-resources.com.

Marc Phillips Decorative Rugs



Marc Phillips Decorative Rugs has been a leading source amongst architects and interior designers for outstanding hand-made rugs and exotic wood flooring for over a decade. The traditions of the 35 year-old family craft have been passed down through the generations, resulting in a collection that couples ancient techniques with modern variations. Marc Phillips Decorative Rugs are a woven fusion of traditional art and fresh contemporary interpretations. They travel the globe researching carpet history and styles to create exclusive one-of-a-kind designs, working side by side with an international team of designers, artists and weavers.

Marc Phillips Decorative Rugs showrooms are located in the Philadelphia Marketplace Design Center, and New York City's Decoration and Design Building, home to some of the top resources for interior designers around the world. For more information, please visit www.marcphillipsrugs.com.

Milone & MacBroom, Inc.



Milone & MacBroom, Inc. is an engineering, landscape architecture and environmental science firm founded in 1984. Milone & MacBroom, Inc. is an employee-owned, multidisciplinary consulting organization with offices in

Cheshire, Connecticut; Greenville, South Carolina; and Newcastle, Maine. The firm maintains a staff of over 100 individuals, 40% of whom are licensed professionals in several states.

Milone & MacBroom, Inc. combines the expertise of its transportation, environmental, water resource, structural, and civil engineers with that of their environmental scientists, landscape architects, and support staff to apply its multidisciplinary approach to a myriad of public and private project types. Please visit www.miloneandmacbroom.com for more information.



Moshé Aelyon Studio

Moshé Aelyon Studio is a Westport, CT-based design firm that specializes in producing elegant weddings, intelligent corporate events and inventive fundraising galas. For the last eight years, Moshé Aelyon Studio has been entertaining partygoers coast-to-coast, from New York City to Los Angeles, with a prestigious roster of clients spanning the corporate landscape from Miramax and NBC to Morgan Stanley and the NYSE. Born and raised in Istanbul, Moshé Aelyon is an event producer and lifestyle authority who began his career in the fashion world with his own private label of accessories for Ralph Lauren and Calvin Klein. Today Moshé appears on various cable television shows, and is working on a book that describes his vision for entertaining with style. Please visit www.mosheaelyonstudio.com



POKO Partners, LLC

POKO Partners, LLC is a Port Chester, NY development company that was founded in 1993 by Kenneth Olson. With over 15 years of experience in rehabilitating residential complexes and new construction, Olsen has worked in a variety of related fields from construction lending and mortgage banking to property management. POKO is actively engaged in the management and development of real estate in the tri-state area and beyond, developing more than \$100 million in residential and commercial real estate and financing in excess of \$140 million. POKO has successfully completed broad-band housing projects in CT, NY and the Bahamas. Please visit www.pokopartners.com for more information.



Seven Ender

Seven Ender is a fresh new face in the music industry enjoying the success of their newly released debut album, "Everything Never Said." The modern alternative rock band has opened top music venues for multi-platinum recording artists like Everclear. Seven Ender's sound has an edgy rock style with a touch of electronica, trance and ballad-like lyrics. "Everything Never Said," was recorded in the Franken Sound Studio, mastered at Sterling Sound in NYC, and produced by the Churchills.

For more information, please visit www.sevenender.com. You can purchase "Everthing Never Said," at Tower Records, cdbaby.com, amazon.com, cdnow.com and many other locations.

The Culinary Loft



The Culinary Loft is a venue and event management company located in SoHo, New York. The Culinary Loft has expertise in high-end corporate event marketing and hosts a myriad of corporate and private events including wine tastings, celebrity chef events, product launches and film/ video productions. Each event is tailor-made for the client's specific objectives, marketing and branding.

Established in 1995, the 2,000 square foot loft can accommodate up to 70 guests. The Culinary Loft's clients range from Fortune 500 companies to top media organizations such as The Food Network. The loft features a state-of-the art double gourmet kitchen, and is media-ready to suit any production/ photography needs. For more information, please visit www.theculinaryloft.com.

Media Outlets Covering Our Clients

AAHOA Lodging Business
 Advocate (Stamford, CT)
 Amarillo Globe-News (TX)
 American Laundry News
 American Style
 American Venture

Architectural Lighting
 Architecture
 Arkansas Democrat Gazette (Little Rock, AR)
 Art in America

Atlanta Journal-Constitution (GA)
 Atlantic Restaurant News
 Avon Life (CT)

Belleville News-Democrat (IL)
 BiZBash Event Style Reporter - New York
 Bridal Guide

Broadgate SmartBrief
 Business New Haven (CT)
 Business Times

Buyouts
 Catering Magazine
 Cheshire Herald (CT)

Coastal Living
 Connecticut Magazine
 Connecticut Post (Bridgeport, CT)

Connecticut Trust For Historic Preservation
 Contra Costa Times (CA)
 Courier-Journal (Louisville, KY)

CT Business Journal
 Daily Times Leader (MS)
 Darien Times (CT)

eMarketer
 Empire State Food Service News
 Event Solutions

Exponent Telegram (Clarksburg, WV)
 Express News (San Antonio, TX)
 Fabricare Canada

Fairfield County Business Journal (CT)
 Fairfield Minuteman (CT)
 Fairfield Westchester Weddings

Financial Times
 Florida Hotel & Motel Journal
 Foodservice East

FSB: Fortune Small Business
 Greenville News (SC)
 Greenwich Citizen (CT)

Greenwich Post (CT)
 Greenwich Time (CT)
 Healthcare Purchasing News Online

Highland News Leader (IL)
 Home Textiles Today (HTT Extra)
 Hoovers Online

Hospitality Design
 Hotel & Motel Management
 Hotelbusiness.com

Industrial Launderer
 Jammin 105 FM (CT, NJ, NY)
 Jax Fax Travel Marketing Magazine

KSDO AM (CA)
 KTRS AM (IA, IL, IN, KY, MO)
 Laredo Morning Times (TX)

Laundry Today
 Lewishoro Ledger (CT)
 Lifestyles

Lodging Hospitality
 Milwaukee Journal Sentinel (WI)
 Milwaukee Magazine

Modern Food Service
 Modesto Bee (CA)
 Mystic River Press (CT)

Nation's Restaurant News
 Networking
 New Canaan Advertiser (CT)

New England Food Service
 New Haven Register (CT)
 New York Real Estate Journal

News & Record (Greensboro, NC)
 News-Sun (Waukegan, IL)
 Northeast Laundry Association

Ontario Restaurant News
 Orlando Sentinel (FL)
 Patriot-News (Harrisburg, PA)

Philadelphia Inquirer (PA)
 Post-Star (Glen Falls, NY)
 Private Equity Week

Redding Pilot (CT)
 Reno Gazette-Journal (NV)
 Restaurant Hospitality

San Antonio Express-News (TX)
 San Jose Mercury News (CA)
 Southeast Food Service News

Southern Textile News
 Southwest Food Service News
 Star-Ledger (Newark, NJ)

Textile Rental
 Textile Rental (TRSA Friday Fax)
 Textile World

The Advocate (Stamford, CT)
 The Connecticut Bride
 The Daily Deal

The Day (New London, CT)
 The Hour (Norwalk, CT)
 The Jersey Journal (NJ)

The Middletown Press
 The National Clothesline
 The New York Enterprise Report

The New York Times
 The Redding Pilot (CT)
 The Ridgefield Press (CT)

The Stonington Times (CT)
 The Westerly Sun (RI)
 The Weston Forum (CT)

The Wilton Bulletin (CT)
 Timeout NY
 Total Food Service

Town Times (Middlefield, CT)
 Travel Age West
 Travel Agents Magazine

Tri-State Food Service
 Tucson Citizen (AZ)
 Tulsa World (OK)

UniformMarket Magazine
 Waterbury Republican-American (CT)
 Westchester Weddings

Weston (CT)
 Weston Forum (CT)
 Weston Magazine (CT)

Westport Magazine (CT)
 Westport Minuteman (CT)
 Westport News (CT)

Westportnow.com (CT)
 Who What Where The Magazine
 Wilton Bulletin (CT)

Wilton Magazine (CT)
 Wireless News Flash
 Wisconsin Trails Magazine

WKSS FM (CT, MA, NY, RI)
 WNLST FM (TN)
 www.papermag.com

Yankee Food Service

Description of Services

PUBLIC RELATIONS

Public Relations is an essential tool for enhancing the reputation and credibility of your company. When a well respected newspaper or magazine writes an editorial piece on your business, people listen. Consumers read publications and listen to the media because they are reliable resources. When they support your business, it speaks volumes. Skye Communication creates the news that attracts the attention of our media contacts. Our tailor-made publicity programs define and distinguish your organization within its field.

- ⌘ Media Tours: provide face-to-face contact with key media journalists in selected cities or industries to introduce publications to your organization. The goal is to establish relationships that will lead to enhanced credibility, brand identity and ultimately story placements.
- ⌘ Press Kits/Releases: are the most basic communication tools in public relations. They provide journalists and potential new clients with pertinent information about an organization's history, products and future endeavors in the form of pre-packaged news stories, biographies and backgrounders. A more comprehensive press release may be sent to trade publications to position the client as an authority in its field.
- ⌘ Internal Communications: are often just as critical as those which are sent to the media. Letters from the CEO and company newsletters are two methods used for informing office employees, clients and vendors of the important information facing your company.
- ⌘ Video/Radio News Releases: are packaged bits of information that the client wishes to disseminate to the media. They mimic a news brief in quality and content and can be easily slated into a newscast.
- ⌘ Tailored Media Lists: are essential for a successful public relations campaign. They guarantee that you are targeting the correct editors and journalists. Our extensive database of contacts is easily searchable to ensure that your media lists are entirely on target and up-to-date.
- ⌘ Press Conferences: are often used for groundbreaking news such as new programs, expansions or damage control. They attract journalists for coverage in local and national publications.

- ⌘ Sensitive Communications: answer tough questions in a professional forum and presents plans for the “solution.” The media is more likely to present a fair story if you are proactive in this arena.
 - Crisis Communications: provides a united front to the media when the delicate process of damage control is needed.
 - Merger & Acquisition Public Relations: provides the media with answers to questions regarding how the deal will affect the community - will jobs be cut, will locations be closed, will the new owner still be a strong community player, etc.
 - Community Relations: listens and answers issues and concerns of local residents and leaders. We disseminate information about a new program, business or product that will affect the community.
- ⌘ Cause-related marketing: is utilized when a client wishes to establish a sense of community involvement. Coverage of promotional events, charity/nonprofit donations and involvement in goodwill organizations help achieve this objective.

PROMOTIONS

Timing is everything in our world of cluttered media. Creative promotional events and strategies help establish strong brand positioning which subsequently drives up sales and volume.

- ⌘ Promotional Events: are splashy attention-grabbing celebrations which attract consumer, business and trade media interest. They also create industry buzz; they typically take the form of grand-openings, anniversary celebrations, new product launches or free product giveaways.
- ⌘ Contests: are strong tools for measuring the number of customers reached by a given promotional campaign. They create a “buzz” about the prize and promote the services/products that are offered. Most importantly, they collect the names of entrants which are a valuable resource for direct marketing in the future.
- ⌘ Partnerships: dually promote services or products to similar target audiences for more than one organization. When clients are paired together, they will receive more media attention than if promoted on their own

MARKETING

Experts estimate that the average American sees over 10,000 marketing images per day. It is increasingly difficult for businesses and corporations to establish a name and reputation for themselves. As consumers grow more media savvy, it becomes more important to hire a communications agency to cut through the clutter of the media and target potential customers. Skye Communication positions you in the media with the long-term goal of increasing your company's growth, profits and market share. We offer a very high level of practical experience and contacts – a true alternative to in-house branding.

- ⊠ Advertising: may consist of commercials, print advertisements, pamphlets, and direct mail pieces. These basic tools are essential to establish brand name recognition and market positioning.
- ⊠ Brand Identity: uses custom graphics, brochures and other marketing collateral and web development to target your customer base.
- ⊠ Surveys: are an effective tool for determining a client's current market positioning as well as their market growth. Survey data is often used to support and quantify story ideas and can demonstrate the "reach" of public relations efforts and brand identity programs.
- ⊠ Trade Shows: are exhibitions for industry leaders and customers. They are used to demonstrate the goods and services of an organization while positioning their brand identity within their trade market.