



See end of release for contact information

**RHINO PUBLIC RELATIONS OPENS ITS DOORS,
OFFERING FULL-SERVICE PR PROGRAMS AND SPECIALTY CONSULTING**

Helping Clients 'Take Charge' of Their PR

SOUTH HAMILTON, Mass. – March 7, 2005 – Responding to a growing market need for cost-effective, results-oriented, and smart public relations (PR) services, **Rhino Public Relations** today announced it has opened for business and is accepting new clients.

Initially, the firm will leverage the experience of its founder, Susan Shelby, by focusing its PR program offerings in the architecture, engineering, and construction (A/E/C) market and in select high-technology market segments. Already, the company has earned engagements with several clients, including AirClic, Boston Datacenters, Corporate Project Partners, and Margulies & Associates.

The firm offers long-term PR programs and shorter-term consulting engagements that leverage Shelby's 10-year PR track record and extensive relationships with reporters and editors in local, business, and trade media. Rhino PR programs vary based on client needs, but typically include:

- Extensive media relations, outreach, and "pitching", including announcement strategies and press tours
- Industry analyst relations
- Byline article development and placement
- Case study development and placement
- Speaking opportunities

"Take Charge" of Public Relations

Rhino Public Relations advocates a straightforward approach to executing PR programs. "In many ways, public relations has strayed from its core mission in recent years," said Shelby. "One of the principal reasons I've created Rhino Public Relations is to help companies 'take charge' of their PR initiatives and focus on the timeless fundamentals that create great PR results: great writing, creative thinking, tenacious media relations, and diligent follow-through. I'm eager to apply these fundamentals on behalf of our new clients."

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About Rhino Public Relations

Rhino Public Relations is a specialty public relations practice focusing on the unique PR needs of A/E/C firms and high-tech enterprises. Founded by principal Susan Shelby, Rhino PR is based on South Hamilton, Mass. and has ongoing engagements with companies such as AirClic, Boston Datacenters, Corporate Project Partners and Margulies & Associates. For more information, visit the Rhino PR Web site at www.RhinoPR.com.

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