



ICR's Michael Fox to Discuss Crisis Communication on Data Breach Panel

Panel to Include Legal, Public Relations and Privacy Experts

Westport, Conn., (May 21, 2009) – ICR, a leading strategic financial communications consulting firm specializing in investor relations, corporate communications and digital media, announced today that ICR managing director Michael Fox will share his crisis communications expertise on a data breach expert panel webcast. The webcast is hosted by ICR corporate communications client Affinion Security Center, a leading provider of identity theft protection and data breach resolution services, and will be moderated by CSO magazine publisher Bob Bragdon. The live webcast will take place on Thursday, May 28th, 2009 at 2:00 p.m. EDT. To register for the webcast, please visit www.csoonline.com/webinar/pressrelease.

On the panel, Michael Fox will discuss the importance of implementing a crisis communications strategy and plan in response to a breach, and will share ways that companies can best mitigate business and reputational damage when faced with a breach. He will also share best practices on how to communicate with customers, employees, investors and the media.

In addition to Michael Fox of ICR, the panel will feature legal and privacy experts and Affinion Security Center president and CEO, Tom Rusin. The panel will address topics such as best practices for managing a data breach and how developing a preemptive data breach response plan can mitigate negative consequences such as loss of business, reputational damage and legal ramifications.

Michael Fox, managing director of ICR commented, "Data breaches are an important topic for discussion as they can cause significant damage to a brand's reputation. Affinion is a leader in identify theft prevention and we are pleased that the company has turned to us to provide expertise on data breach communications. With the increasing number of companies suffering from breaches and the strong media and public reaction that these breaches generate, it is crucial that companies invest time and thought in preparation."

ICR Crisis Communications Expertise

ICR's corporate communications team has a wealth of experience helping companies successfully develop responses to issues, including those related to data breaches, security and privacy, that take into account all stakeholder audiences. The team has counseled both retailers and payment networks that have suffered high-profile data breaches, helping clients to develop and execute a data breach communications strategy and plan.

ICR also recently drafted the Crisis Communications section of the Affinion Security Center BreachShield Data Breach Response Guide book.

In addition to data breaches, ICR has helped companies effectively manage communications around product recalls, customer service issues, activist shareholders and proxy issues, a variety of restaurant-related crises and corporate issues such as management changes and hostile takeover bids.

Based on the company's extensive crisis communications experience, ICR has developed a dynamic crisis management portal, an internal and secure website, which provides organizations with central access to logistical information and the resources necessary to respond to a crisis immediately, effectively and efficiently. The Crisis Management Portal™ (CMP) enables a company to spend the critical first hours of a crisis concentrating on assessment and strategy rather than on logistical issues. The CMP includes a robust "Resource Room" containing over 1,000 pages of information and draft documents for a range of likely crisis scenarios.

Michael Fox leads ICR's corporate communications practice, providing strategic financial communications to a broad spectrum of clients. Throughout his career, he has counseled Fortune 500 companies across a variety of industries on brand and reputation management. He previously headed the corporate communications practice for one of the largest public relations agencies in the world. Prior to beginning his career in corporate communications, Michael spent eight years working for Congressman Christopher Shays (CT-4), where he served as legislative director, district director and managed three successful campaigns.

To learn more about ICR's corporate communications practice, please visit us online at www.icrinc.com or on Twitter at <http://twitter.com/ICRPR>

About ICR

ICR is a leading financial communications firm specializing in investor relations, corporate communications and digital media. Established in 1998, ICR represents more than 200, primarily publicly-listed companies and maintains offices in Westport, Conn., New York, Los Angeles, Boston and Beijing. ICR is one of the industry's fastest growing consultancies and is consistently listed among the nation's top independent communications consulting firms.

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