



ICR Hires Denise Garcia to Strengthen Internet & e-Commerce Practices

Westport, Conn., (March 15, 2010) – ICR, a leading financial communications consulting firm specializing in investor relations, corporate communications, and digital media, today announced the addition of Denise Garcia to its Internet & e-Commerce practice team.

Ms. Garcia, who will join ICR as a senior vice-president, is a former industry analyst and new media veteran and her addition to ICR comes in response to the increased activity in the sector. ICR is continuing its commitment to attracting and retaining individuals with deep industry expertise and relationships, a superior understanding of the capital markets and the ability to develop and execute financial communications programs for clients.

Denise brings extensive advertising, new media and equity research experience to ICR. She joins from Next New Networks, a leading independent online video producer and distributor, where she was SVP, Sales. Prior to Next New Networks she was senior vice president of corporate strategy and research at Vibrant Media. Before her most recent industry experience, Garcia served as vice president, Internet equity research at A.G. Edwards & Sons and Internet analyst at W.R. Hambrecht + Co. Additionally, she specialized in researching advertising innovations and trends as vice president of advertising and media with notable research and consulting firm Gartner, Inc.

As an early new media innovator, Garcia developed advertising and revenue strategies for International Data Group (IDG) and CMP Media's print and online media properties. She also launched the Industry Standard magazine as the publication's first online advertising salesperson and was part of the Red Herring magazine's print advertising sales team.

Tom Ryan, Co-Ceo of ICR stated, "Our internet and e-commerce practice continues to expand and the addition of Denise to our team positions ICR for further market share gains. As companies in these sectors continue to evolve in a rapidly changing market, her understanding of both the industry and the capital markets will help clients maximize their equity value and preserve their brand reputations."

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 230 companies and has significant industry expertise and relationships in retail, apparel, footwear, gaming, lodging, transportation, restaurants, software, IT infrastructure, telco, energy, aerospace & defense, real estate and REITs, biopharmaceuticals, medical technology and pharmaceutical services, and automotive parts & services. ICR maintains offices in Westport, Conn., New York, Los Angeles, Boston and Beijing and has been one of the industry's fastest growing consultancies over the past decade. www.icrinc.com.

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