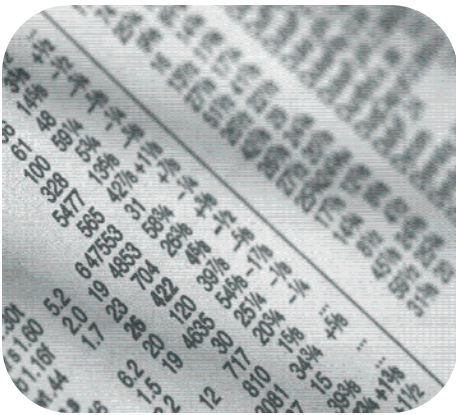


STRATEGY & PRECISION IN CHALLENGING TIMES



It is no secret that the financial service sector is facing unprecedented marketplace and regulatory challenges. Politics, economic policy, and the business world have become increasingly and inextricably linked, reshaping the way the industry operates and how it effectively responds to situations and key audiences. During this tumultuous time, Rasky Baerlein Strategic Communications has been actively engaged with targeted public policy makers, opinion leaders, and media

influencers to provide tactical public relations and public affairs counsel for a wide range of financial service clients.

Rasky Baerlein has earned a national reputation for operating with precision at the intersection of business, politics and media. We provide a full suite of communications, marketing and public affairs services to a wide range of financial service clients, including multinational banks, Fortune 1000 insurance corporations, industry trade associations, private equity and venture capital firms, fund managers, credit card companies, and quasi-public institutions that support public-private partnerships.

We work with each client to help them achieve their business goals and improve their bottom lines. We do this by producing influential and strategic communications approaches aimed at business leaders, investors, regulators, policy makers, consumers and the media, utilizing the right message for the right audiences to generate concrete results for our clients.

Ideas. Actions. Results.

Clients Include:



Our goals are our clients' goals. We have experience in improving brand recognition, enhancing community relations programs, forging strong relationships with government leaders, managing crises, and building greater media presence at the local, regional, and national levels. We specialize in managing matters of corporate image and cultivating a favorable financial and investment environment. We're attuned to the growing demand for transparency and accountability, and we work closely with our clients' legal teams to develop strategies that emphasize the need to understand disclosure requirements and the dynamics of securities exchanges.

SERVICES WE PROVIDE:

- Branding, Positioning and Message Development
- Media Relations
- Government Relations: Regional & Federal
- Corporate Communications: Internal & External
- Community Relations
- Spokesperson Training

Rasky Baerlein helps companies push ahead of their competition, strategically positioning them in relation to regulatory changes, heightened media scrutiny, and elevated public perception in the financial service space.

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