



PUBLIC RELATIONS & PUBLIC AFFAIRS

NOVEMBER 17, 2008

FOR IMMEDIATE RELEASE

Contacts:

Molly Conklin

775-331-4555

Holly Silvestri

702-367-7771

The Ferraro Group Announces Merger with Las Vegas-based impress communications

The Ferraro Group will have offices in Las Vegas, Reno and Carson City

The Ferraro Group, a Reno-based government, media and public affairs company, and Las Vegas public relations firm *impress communications* today announced they have merged their companies and will have 12 fulltime employees located in offices in Las Vegas, Reno and Carson City. Effective immediately, the combined company will operate as The Ferraro Group.

Formed in 2004, The Ferraro Group specializes in integrated public affairs, strategic communications, crisis communications and public relations services for clients including the Nevada Resort Association, EMBARQ, NV Energy, Nevada Title Co., Acciona Solar Power, EMPLOYERS, ING and the Western Folklife Center. *impress communications*, formed by Holly L. Silvestri in 2001, specializes in public relations, with a client base that includes Dunkin' Donuts in Southern Nevada, Applied Analysis, Orgill Singer Insurance, the Nevada Neuroscience Foundation, and the Jolley Urga Wirth Woodbury & Standish law firm.

“Through this strategic combination, we’re better positioned to provide our clients with a stronger, more diverse and more competitive level of service at both ends of the state,” said President Greg Ferraro. “As one company, we will draw on a new depth of resources to continue helping our clients win the battle of persuasion.”

Prior to opening *impress communications*, Silvestri served as a principal at another public relations firm and also was a newspaper reporter in San Diego. While writing for the North County Times, the second largest daily newspaper in San Diego County, Silvestri earned two prestigious reporting awards from the California

-more-



2-2-2-2

Newspaper and Publisher's Association and the Society of Professional Journalists. She also has been named a Top 40 Under 40 business professional in southern Nevada and was a finalist for the Women of Distinction Awards by the National Association of Women Business Owners. Most recently, *impress* communications earned a Pinnacle Award by the Public Relations Society of American for its marketing efforts surrounding the Dunkin' Donuts launch in the Southern Nevada market.

Prior to forming The Ferraro Group, Ferraro was the president of Government and Public Affairs at R&R Partners. During the early 1990s, he served as assistant to the county manager in Clark County, Nev., where he was county spokesman and issue manager. He currently sits on the board of directors of First Independent Bank of Nevada, The Nature Conservancy, is a trustee emeritus of the University of Nevada Foundation and is a member of the executive advisory committee of the E.L. Wiegand Foundation. Ferraro was recently inducted into the Northern Nevada Business Leaders Hall of Fame by Junior Achievement and serves as Chairman of the Nevada Judicial Discipline Commission, an appointment made by former Gov. Kenny Guinn in 2004.

“We have worked together diligently to complete this merger over the past several months, and will push forward with that same intensity,” Silvestri said. “I am excited about the added strength, scale and expertise we will be able to deliver to our clients.”

In addition to the team based in southern Nevada, former Boulder City Mayor Bob Ferraro, a senior consultant for The Ferraro Group, will be servicing numerous clients from the new southern Nevada office, located at 9516 W. Flamingo Road, Suite 310, in Las Vegas.

In the merged company, Ferraro will hold the title of president and Silvestri will be partner. Molly Conklin will serve as vice president and Nicole Willis-Grimes will be director of public affairs.

###