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**Consensus Selects BackBay Communications as AOR
*Financial Services Marketing and PR Firm to Assist Investment Banking and Advisory Firm***

BOSTON and NEW YORK, January 11, 2010 – BackBay Communications, a strategic marketing and public relations firm focused on the financial services sector, has been retained as agency of record by Consensus Advisory Services LLC, a leading investment banking and advisory firm focused on the retail and consumer sectors. BackBay will provide Consensus with media relations and assistance on strategic thought leadership and other marketing initiatives.

“After a nationwide agency search, we selected BackBay, which has extensive experience working with the major financial media, and offers senior-level involvement, creative thinking, and proven execution, all of which reflects the approach of our firm,” said Michael O’Hara, Managing Member and CEO, Consensus. “We look forward to partnering with BackBay to raise awareness of Consensus as the leading investment banking and advisory firm serving the retail and consumer sectors.”

In addition to Consensus, BackBay Communications’ clients include Association for Corporate Growth (ACG), Advisors Asset Management, GF Data Resources, Grant Thornton LLP’s Private Equity, Public Policy and Capital Markets groups, Karen Clark & Company, Pipeline Trading, Streambank, and TA Associates.

“We are very impressed with Consensus’ extensive experience in the retail and consumer investment banking and advisory sectors and unique transactional approach,” said Bill Haynes, President, BackBay Communications. “Additionally, they are engaged in some fascinating benchmarking analytics that will attract significant interest, and they have a wealth of insights to share on trends in the sectors. We look forward to elevating Consensus’ brand awareness and helping drive new business to the firm.”

About Consensus

Consensus Advisory Services LLC is a boutique investment banking and advisory firm focused on the retail and consumer sectors. With offices in Boston and New York City, Consensus offers a complete array of solutions for companies in need of merger, capital raising, advisory or restructuring assistance. Consensus' deep expertise, relationships, senior-level involvement and proven approach provides clients with an unrivaled array of strategic solutions. Consensus professionals have decades of relevant industry experience representing and advising companies, entrepreneurs, investors, creditors and lenders in financial and brand equity transactions, as well as years of experience as senior executives or principals of one or more operating companies. Consensus has extensive relationships with resources necessary to help companies at every stage of development including commercial banks, private equity, venture capital and hedge funds, factors, investors in distressed assets, and real property and equipment lessors. Capital raising activities are undertaken through Consensus Securities LLC, a member of the FINRA and the SIPC. www.consensusadvisors.com.

About BackBay Communications

BackBay Communications is an independent strategic marketing and public relations firm focused on the financial services, professional services, and financial technology sectors. With offices in Boston and New York City, BackBay serves companies across the United States, with current clients in Boston, Chicago, Denver, Los Angeles, Philadelphia, New York, and Washington, D.C. Through strategic partnerships, BackBay provides U.S.-based clients with services in Europe and Asia. www.BackBayCommunications.com.

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