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BackBay Communications Opens New York Office
Financial Services Marketing and PR Firm Expands Operations

BOSTON and NEW YORK, January 8, 2010 – BackBay Communications, a strategic marketing and public relations firm focused on the financial services sector, has opened a New York City office to serve its growing client base.

The office, located at 708 Third Avenue, is managed by Jen Dowd, Director, who has been based in BackBay Communications' Boston office for the last three years. BackBay's New York office, like its Boston location, will provide the full range of marketing and public relations services, including brand development, strategic marketing plans, marketing collateral and website development, advertising creative and campaign management, newsletters, conference speaking, research studies and other thought leadership initiatives, and media relations.

“We have been working with New York-based clients and media since BackBay's inception, and with our financial services focus we feel it is appropriate to have a permanent presence in New York,” said Bill Haynes, President, BackBay Communications. “Our New York office will be both a great resource for tending to clients' needs as well as a platform from which to attract new business. Jen Dowd is an experienced marketing and PR professional and is very well suited to lead our operations in the city.”

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.

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, New York, Philadelphia, 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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