

CJP Crisis Communications & Issues Management

Ranked among the 35 largest public relations firms in the US, CJP Communications (CJP) offers strategic communication services to established and emerging companies. With offices in New York, London and Connecticut, CJP is a full-service agency and one of the few mid-sized domestic firms to offer its clients a gateway to Europe and Asia. This includes providing critical communications counsel to help companies protect their reputations in the face of potential or actual adverse events.

CJP Crisis, Issues & Corporate Reputation Management

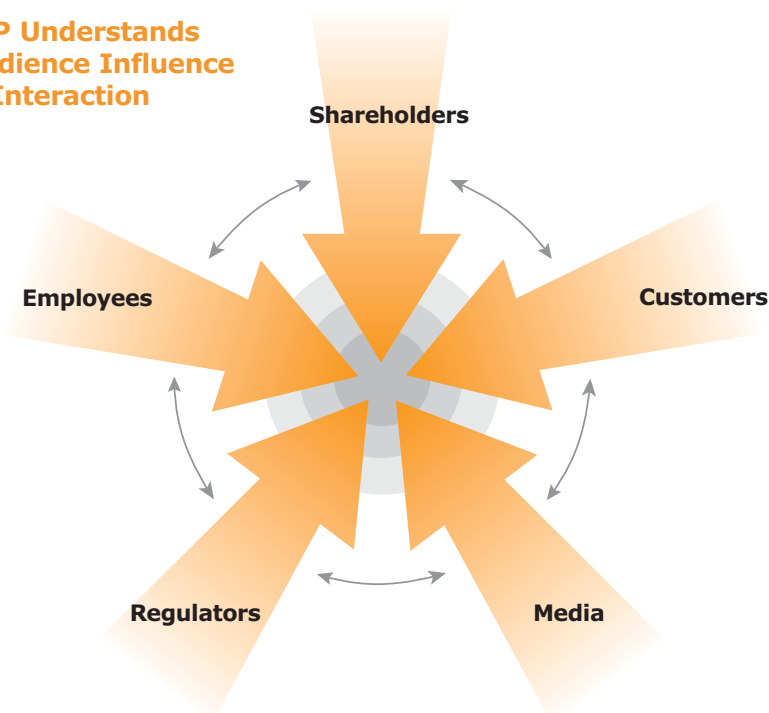
The reputation of an organization is its most valuable asset. While it can take years to earn the trust of key stakeholders, a crisis situation can cause immediate and irreparable damage. With the understanding that an organization's reputation impacts all aspects of its operations, CJP works to ensure that it remains uncompromised. CJP's experienced team helps clients manage their reputations at every critical step of a crisis, including the creation of proactive programs that enable clients to communicate with employees, customers, shareholders, regulators and other key constituents.

Providing consistent and accurate communications counsel during times of crisis requires a dedicated team solely focused on this sensitive communications competency. CJP's Crisis Communications Practice is comprised of senior level practitioners with diverse backgrounds in law, banking,

finance and various communications disciplines. Each team member serves a specific role that has been fine-tuned through years of practice and exposure to crisis scenarios on a global basis. The counsel that is provided and backed by flawless

execution enables CJP's clients to take ownership of a situation and begin to repair any damage before the situation itself is fully resolved, enabling a quick return to normalized business operations.

CJP Understands Audience Influence & Interaction



Crisis Communications and Issues Management: The CJP Difference

CJP's Crisis Communications Practice is set apart by its track record serving clients in various industries, most notably financial services. CJP's financial services clients must make regulatory compliance, financial and personal data security, and transparency key priorities.

In other industries, a thorough understanding of the business, political and regulatory environ-

ments, employee morale and investor sentiment are all crucial components in shaping a company's perceived reputation, as well as its ability to respond to a crisis situation and time required to recover. CJP's Crisis Communications team have considerable experience representing companies in a wide range of industries, allowing it to provide proven and tested counsel and design comprehensive communications programs.

CJP Success Story



Hijacked on the High Seas

When your phone rings at 5 a.m., it's rarely good news. November 29, 2008, was no exception. Shipping executive James Christodoulou, CEO of Industrial Shipping Enterprises Corp. (ISEC), was calling CJP to report that Somali pirates had hijacked his vessel and its crew of 28 Indian and Bangladeshi nationals. Over the next 60 days, CJP's Crisis Communications Practice worked non-stop, communicating with foreign governments, seafarers' unions, the media and most important, the families of the crew. This also included several trips to facilities across the globe to ensure successful implementation of CJP's strategy and to oversee

execution. After two months of around-the-clock negotiations, the crew was safely released and returned home.

In an effort to further enhance the goodwill and strong reputation of ISEC, CJP embarked on a proactive and sustained campaign that highlighted Christodoulou's heroic efforts and bring global attention to the growing issue of Somali piracy. Several months after the successful conclusion of the highjack situation, ISEC has returned to normal business operations and repaired the financial damage caused by this crisis.

CJP represents clients across all industries, including significant expertise in:

- Financial services
- Technology
- Media
- Telecommunications
- Media and advertising
- Legal and professional services
- Energy

Services and Capabilities

- Issues and crisis management planning
- Message development
- Media and investor relations
- Internal communications
- Executive coaching and media training
- 24/7 availability of all team members
- Ability to remain onsite with a client for the duration of situation
- Multiple language speakers and transcription services

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