

CJP Energy



Among the 35 largest public relations firms in the US, CJP Communications (CJP) offers strategic communications services to companies in the world's most capital-intensive industry — energy. We are a full-service agency that understands the needs of companies that invest and operate in this crucial, dynamic industry. We have offices in New York, Connecticut and London, making us one of the few mid-sized domestic firms that offer clients a gateway to Europe. *The Holmes Report* selected us as its 2008 Small Agency of the Year.

The creativity, sophisticated skills and industry knowledge of our professional staff sets us apart and makes us the agency of choice for blue-chips, start-ups and industry leaders. We generate the big ideas, create the strategy, perfect the details, execute with precision and deliver targeted, powerful results.

There are a number of reasons to consider CJP.

The Company We Keep

We represent energy firms both big and small. Our clients include: GE Energy Financial Services, First Reserve Corporation, Blue Source, Denham Capital, Braemar Energy Ventures and Jefferies.

Creative Campaigns

While media relations is our strong suit, we pride ourselves on developing creative campaigns that fall outside the traditional PR box. It is typical for us to offer a tag line or an idea for publishing a book, while at the same time writing a press release to announce a sophisticated transaction or pitching *The Wall Street Journal*.

Global Perspective

Our London office provides seamless delivery in the UK and continental Europe, and through partnerships with leading agencies in India and China, CJP provides pan-Asian execution.

Our People

Our team consists of MBAs, former financial journalists, in-house corporate-communications executives, investor relations and financial PR agency professionals who understand the unique communications challenges facing companies that invest and operate in the energy sector.

Unique Culture

We have among the highest employee retention rates in the business. We're passionate about public relations and communications, we love our work, and, most of all, our goal is always to exceed client expectations. *The Holmes Report* PR Agency Report Card 2007 named CJP the Best Agency to Work For.

Full-Service Capabilities

We not only deliver impressive top-tier business and trade media results to clients, but also provide a range of complementary services that help clients achieve their communications goals and objectives, including:

- Media and presentation training
- Tradeshow and conference support
- Thought leadership and executive positioning
- Editorial services and book publishing
- New-media campaigns
- Issues and crisis management
- Research and brand consulting
- Event management
- Design and marketing collateral

Energy Experience

Our roster of energy clients is representative of the industry. Some are active in the more traditional energy businesses like power transmission, oil and gas, and mining while others are exploring renewable sources like solar, wind and electric transport. Investors are also pouring money into promising energy technology companies and are working to eliminate greenhouse gas emissions. We help our clients communicate their investment and business strategies in this fast moving, high-stakes environment.

We understand the changing energy landscape. Our experience and expertise spans the sector:

- Electric power generation
- Energy technology and services
- Power transmission
- Power distribution
- Oilfield services
- Oil and gas exploration and production
- Coal mining
- Pipelines and related infrastructure
- Venture equity
- Refining and distribution systems
- Regulatory policy and tax credits
- Carbon sequestration and credit trading
- Electrification of transport
- Renewable energy, wind, solar, biomass, hydro, and geothermal power

Business and Financial Communications Expertise

Every day we help clients communicate the benefits of their business to the media, analysts, employees, partners, customers and policymakers. While we understand energy, we also help clients maneuver the complex world of business and financial media, crafting messages that explain complex industry concepts to sophisticated audiences.

Our clients launch groundbreaking products, enter new markets and are involved in dozens of transactions every year.

- Structured and common equity
- Mergers and acquisitions
- Project finance
- Loan arranging and syndication
- Restructurings
- Privatizations
- Partnerships
- Joint ventures
- Initial public offerings
- Venture equity
- International expansion
- Disposal of assets

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