



We don't just
understand your
TMT business . . .

**We've done it
ourselves.**

Investor, Corporate and Financial Media
Relations for the Technology, Media &
Telecommunications Industries.

CJP Communications

Experience

Industry-renowned Investor Relations and Corporate Communications Services for the TMT (Technology, Media and Telecommunications) Industry

Our direct TMT experience spans two decades and includes all aspects of corporate communications, including mergers and acquisitions, crisis communications, strategy shifts, and new product and service launches.

We provide strategic counsel for your TMT business with an unmatched combination of industry expertise and execution. We have long-standing relationships with sell- and buy-side analysts, investment bankers and legal counsel. Whether you need a corporate communications strategy or an investor relations program, CJP Communications delivers.

Our counsel is predicated on a deep understanding of your operations, competitive landscape, emerging technologies, capital structures and industry valuations.

We immerse ourselves in your business and marketplace – including technical points of differentiation – and create a tailored,

effective program to meet your corporate communications and/or investor relations needs.

We take your multilayered message, make it clear and compelling, and deliver it to the right audiences. We help you establish a productive dialogue with Wall Street analysts and investors, financial and trade media, state and federal regulators and legislators, customers and employees.

Counsel, Strategy and Execution

- Corporate Message Development and Positioning
- M&A Counsel and Execution
- Investor/Media Perception Analysis
- Shareholder Intelligence and Marketing Services
- Competitive Landscape Intelligence (Operational and Financial)
- Materials and Content Development
- Full Quarterly Earnings Support

Success Story

Success Story: FairPoint acquires Verizon's New England wireline operations in \$2.7 billion transaction

One Message, Nine Audiences

An integrated campaign combining investor relations and public relations

Client and situation:

FairPoint Communications, Inc., a leading provider of communications services, announced its intention to acquire Verizon Communications Inc.'s wireline operations in Maine, New Hampshire and Vermont in a \$2.7 billion transaction.

The Challenge:

Numerous parties opposed the transaction, including customers, competitors, local and state governments, unions, presidential candidates, business and community leaders, shareholders and the local media.

Objectives:

To persuade opponents that the transaction offered important economic benefits, including job creation and business growth, and that FairPoint had the financial and operational resources to make the transaction a success for investors, shareholders, customers, unions and other constituent groups.

Strategy and Tactics:

Create unified messaging addressing multiple constituencies; positively influence PUCs and legislators; build support and awareness on Wall Street; create grassroots enthusiasm and action; press FairPoint's case in the local, regional and national press; and direct and oversee an advertising campaign.

Results:

- Public opinion, led by legislators, business and community leaders, shifted to support the transaction
- The PUC in each of the three states approved the deal
- FairPoint reached an agreement with the unions
- Wall Street issued favorable reports
- Shareholders approved the transaction and provided funding to raise the required debt
- The transaction closed on March 31, 2008



The CJP Team

Brian H. Schaffer

Vice President

Brian specializes in providing strategic counsel, developing corporate and investor relations messaging, executing comprehensive perception audits and managing institutional and sell-side relationships. He has over ten years of IR/Corporate Communications experience in agency and internal positions. Brian has participated in numerous M&A transactions and crisis/issues management situations.

Brian possesses significant TMT (Technology, Media & Telecom) experience, having worked with seven of the top ten US-focused MSOs. Brian also served in an internal capacity as Interim Director of Investor Relations at ntl, guiding the company through its acquisition of TeleWest Global and subsequent acquisition of Virgin Mobile UK.

Brian currently assists FairPoint Communications, having seen them through their acquisition of Verizon's wireline assets in northern New England. On FairPoint's behalf, Brian oversaw all IR and corporate communications efforts,

managing several regional PR agencies and local and national advertising agencies.

Brian's other TMT-related experience includes R/I/C/LECs, advertising, digital media and media technology enabling companies.

Brian was previously associated with Brainerd Communicators and Morgen-Walke Associates.

Brian graduated from the University of Delaware with an Advanced Honor's Certificate and Bachelor's Degree in English, with a concentration in Business and Technical Writing.



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Thomas J. Rozycki, Jr.

Senior Vice President

Tom has been practicing investor relations for his entire professional career, beginning in-house with several major telecommunications companies, and transitioning to the agency world eight seven years ago. Tom joined CJP in early 2005 to help cultivate the firm's investor relations capabilities, and grew the practice's revenues by 100% in the first year.

He serves as the day-to-day contact for several clients' financial communications and investor relations programs, with core competencies in technology, telecommunications and transportation. He has worked extensively on mergers and acquisitions, corporate and investor communications, and divestitures and retail shareowner programming within the corporate and agency settings. His client work has included AT&T, Lucent Technologies, GoAmerica, and FairPoint Communications.

Tom is a graduate of The College of New Jersey, has served on the Corporate Advisory Council of the National Association of Investors Corporation (NAIC) and is a current member of the National Investor Relations Institute (NIRI).



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