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## DAVIES PROMOTES TWO SENIOR EXECUTIVES

*Brandon Edwards Named President & COO,  
Robb Rice Named Executive Vice President, Public Affairs*

SANTA BARBARA - (Feb. XX, 2007) – DAVIES, a leading public affairs firm specializing in real estate, healthcare, and energy, today announced the promotion of Brandon Edwards to president & COO and Robb Rice to executive vice president.

In their expanded roles, Edwards will develop corporate strategy and new practice groups while increasing services to the agency's existing client base. Rice will continue to lead DAVIES' increased new business development and marketing efforts.

Edwards and Rice have been instrumental in the significant growth DAVIES has experienced from a small-market generalist firm to a highly respected national public affairs firm. The firm has climbed into the Top 30 PR firms nationally with a 230% increase in gross revenue over the last four years and a nationwide client base.

"Brandon's dedication to our healthcare practice is evidenced by our service to clients in 32 states and his contribution of 40% of our agency's total revenue," said Chairman & CEO John Davies. "Robb's relentless new business development strategies are reflected in the agency's overall revenue increase over the last four years. Both of these individuals are an integral part of the firm's success."

Prior to joining Davies in 2002, Edwards spent more than a decade in political and healthcare communications, including as director of Tenet Healthcare's corporate strategy and ventures group. After graduating with a degree in Political Science at the University of California, Santa Barbara, Edwards earned his Masters in Business Administration from The Anderson School, University of California, Los Angeles.

Robb Rice has more than two decades of experience in new business development for public affairs and PR agencies as well as managing successful public affairs and community relations programs for commercial, industrial, and residential developers throughout California and the western U.S.

Rice is a former member of the board of directors of the Public Relations Society of America, Los Angeles Chapter and received their 'President's Award' in 2000. In 1999, Rice was credited with the "Best National Public Relations Story" from *Inside PR*.

DAVIES ranks among the fastest growing strategic communications firms in the United States with specialty practice areas in real estate, healthcare, and energy. DAVIES utilizes highly-targeted grassroots and communication programs to help their clients successfully manage defining and high stakes issues. The firm employs 44 professionals in its Santa Barbara, Los Angeles, and Sacramento offices, and can be found online at [www.DaviesPublicAffairs.com](http://www.DaviesPublicAffairs.com).

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