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MCA HIGH-TECH PUBLIC RELATIONS ANNOUNCES NEW ORGANIZATIONAL STRUCTURE

Three Senior Team Members Promoted to CEO, President and Vice President Roles

MOUNTAIN VIEW, Calif., May 19, 2010—MCA, a leading Silicon Valley high-tech public relations firm, today announced it has implemented a new organizational structure, promoting three longtime senior team members to executive positions. Former Vice Presidents Marie Labrie and Andrea Zils have been named MCA's new CEO and president, respectively, and David Moreno has been promoted to vice president.

The new structure was announced as part of the company's transition plan following the unexpected passing of MCA's founder and CEO, Jean LeMoin, on May 3. "While this has been an incredibly difficult time for all of us, the team has shown its resiliency and ability to pull together and continue providing clients the quality PR programs that MCA has long been known for," said Kevin McCoy, MCA chairman and chief operating officer. "Marie, Andrea and David have all played key roles in sustaining the agency's success throughout the years, and these well-deserved promotions reflect the strengths that each brings to the table."

The new team's combined background in high-tech communications totals more than 50 years. All three got their start in PR at MCA, and subsequently returned to the agency after amassing experience in other agency and corporate settings. Going forward, Labrie and Zils will share joint responsibility for running the business.

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As CEO, Labrie will set the long-term strategic direction to advance the company’s mission and objectives, and to promote MCA’s revenue, profitability, resources and growth as an organization. She will continue to manage the agency’s consumer electronics and flat panel display practice, and play a key role overseeing employee activities and overall client services.

As president, Zils will be responsible for overseeing day-to-day operations as well as high-level execution and measurement of client programs. She will oversee MCA’s functional areas to ensure efficiency, quality, service, and cost-effective management of resources. As part of this charter, Zils will manage the progress of every initiative, product and service that the firm offers.

In his new role as VP, Moreno will manage the company’s new business efforts and oversee MCA’s international program, which extends MCA's global reach to Europe, China, Japan, Korea, Singapore and Taiwan. Moreno will also continue to lead accounts in the semiconductor space and serve as the company’s go-to technologist in addition to providing strategic insight and best practices to communications programs agency-wide.

About MCA

Now in its third decade as a high-tech communications leader, MCA serves all areas of the technology ecosystem on both sides of the B2B and B2C fence. Based in Mountain View, Calif., MCA focuses on serving the global semiconductor, flat-panel display, embedded electronics, biotech and alternative energy industries. The company tailors each client program to blend the best of traditional PR and new media strategies to ensure a measurable impact upon clients’ business objectives. With a client base that ranges from innovative startups to established industry leaders, MCA designs and delivers a full spectrum of communications programs marked by solid strategy and relentless execution. For more information, visit www.mcapr.com.

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