

NEWS RELEASE

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DUFFY & SHANLEY TO HANDLE ADVERTISING AND PUBLIC RELATIONS EFFORTS FOR THE BARRETT GROUP

Providence, RI, March 25, 2009 – Duffy & Shanley, Inc. today announced that it has expanded its services for The Barrett Group, an industry leader of fee-based career management consulting for executives and professionals nationwide. The agency, which previously designed The Barrett Group's Web site, CareerChange.com, will execute a national online advertising campaign and use public relations tactics to generate awareness of the client's services.

This spring, Duffy & Shanley will launch online advertising for The Barrett Group on a variety of sites aimed at professionals, including Lexis-Nexis, LinkedIn and WSJ.com, among others. The effort also marks the company's first foray into public relations. Duffy & Shanley will seek via career Web sites and blogs, top newspapers, business publications, talk radio and television shows.

"The current economic climate has drawn more attention to the topic of job searches, career changes and career management overall, so we believe that The Barrett Group's services have great potential and will resonate with professionals everywhere," said Jon Duffy, president of Duffy & Shanley. "We are excited to work with a company with such a relevant service offering."

"Given Duffy & Shanley's experience in the human resources sector, the agency was a perfect choice for us," said Waffles Natusch, president of The Barrett Group. "We look forward to a successful and productive relationship."

About The Barrett Group

The Barrett Group, LLC is a fee-based boutique consultancy that has served the career management needs of senior level professionals since 1990. Our services help professionals change careers, secure new job opportunities or restructure current job packages. Our programs are intense, personal and highly effective, offering a full scope of career management expertise that includes résumé writing and document preparation, interview training, salary negotiation, executive/life coaching and comprehensive job search techniques.



About Duffy & Shanley

Based in Providence, RI, Duffy & Shanley is one of the largest independently-owned communication firms in New England. A fully-integrated, creative-led company, D&S is focused on developing and protecting emerging brands like Foster Grant, Safety 1st, Brahmin, Gevity HR, Swarovski, Staples and Kaspersky Lab.

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