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Prompt Communications hires VP for North American operations

Mike Kane joins transatlantic PR, social media and copywriting agency Prompt Communications as VP of North American Operations

Cambridge Mass. - June 3, 2008 – Specialist technology PR and marketing agency, Prompt Communications, has appointed Mike Kane as vice president of its North American operations.

Reporting to CEO Hazel Butters, Mike will take responsibility for creating further momentum in the company's North American business, with a focus on establishing the correct structures and processes for the business' next phase of growth. He will also be developing new elements to Prompt's service portfolio, including establishing a full-service analyst relations practice, assisting with the company's social media web-based communications offerings, expanding the business' current client base of technology PR and copywriting clients, and helping the business expand into new regions and markets.

With a background of more than twenty years in sales and marketing roles for leading technology companies such as NEC, Tseng Labs, SystemSoft, and OMS SafeHarbor. Prior to Prompt Mike was Director of Marketing for QUMAS, where he established the company as a leader in the Governance, Risk, and Compliance space with the press and analysts. He also was a Vice President at Lois Paul and Partners (a Fleishman-Hillard company), where he set the strategic PR direction for Lotus Development Corporation's mainstream products.

"It is great to be a part of this growing and dynamic firm," said Kane. "I am very impressed with the breadth of services that Prompt can offer clients and having

offices strategically located in both the U.S. and Europe is extremely beneficial for global firms.”

Hazel Butters, the founder CEO of Prompt Communications who started Prompt Communications LLC in 2007, as a sister company to London-based Prompt Communications Limited said, “Mike joining our team is part of our growth and expansion plan for the US, and will also benefit us across territories due to his experience with European technology companies. His wealth of senior-level experience both in-house and at consultancies means he has a deep understanding of opportunities presented by a strong and relevant PR program in driving sales and increasing visibility, and to ensure we have the processes to continue to deliver outstanding service to our client base as we grow in the United States.”

She concluded, “Mike also knows a phenomenal number of journalists and industry analysts – the whole team is excited about him joining us, as we take full advantage of the many rich opportunities that lay ahead for us as a team and as a company.”

Mike has an MBA from Suffolk University and a BA in advertising from Pennsylvania State University. He will be based in Prompt’s US headquarters in Cambridge, Massachusetts.

About Prompt Communications

Founded in January 2002, Prompt Communications is a communications agency with European offices in Chiswick, London and US offices in Cambridge, Massachusetts.

Prompt Communications offers expertise across all marketing disciplines, teaming its consultants' extensive knowledge of the technology market with experience of pan-European and American media, analyst and marketing campaigns. Using highly targeted marketing, PR, social media and corporate copywriting initiatives, Prompt helps its clients gain the visibility they need to achieve their business objectives, from increasing sales to enhancing reputation with stakeholders.

The company has four business divisions: PR, Copywriting & Creative; Marketing Services and Social Media.

Prompt's clients include Adobe, Aperture Technologies, Concur CRM, Complinet, Foviance, Openbravo, Oracle Corporation, smartFOCUS, SNIF Labs, Stonesoft, Steganos GmbH and Webtide.

Prompt Social Media helps organisations to realise the significant PR and marketing benefits offered by the new generation of user generated content and social networking platforms.

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