

LEADERS IN CONSUMER TECHNOLOGY PR JOIN FORCES TO EXPAND GLOBAL REACH

Max Borges Agency in US and Ranieri Communications in UK Give Consumer Electronic Clients the Best of Both Worlds

Miami, FL - (October 30, 2008) Max Borges Agency, the nation's top agency focused 100 percent on gadgets and personal technology, has announced an international partnership with [Ranieri Communications](#), a similar boutique PR firm in the UK also specializing in consumer technology.

With more than 50 tech clients between the two, this partnership puts them among the largest independent public relations agencies in the industry.

"Our laser focus on consumer electronics and tech gadgets makes us an unstoppable force when it comes to generating massive amounts of media coverage for our clients," said Max Borges, president of Max Borges Agency. "This partnership with Ranieri Communications allows us to broaden our scope even more – making us the global leaders in consumer technology public relations."

Pietro Ranieri, Director of Ranieri Communications, knows that the partnership is an obvious win for both companies. "This alliance gives both agencies the expertise to offer clients openings into new markets through public relations and distribution contacts," said Ranieri. "It means our clients will continue to receive boutique style personal care while having the outreach similar to that of an international agency."

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About The Max Borges Agency

The Max Borges Agency is the only 100% consumer electronics and technology-focused public relations agency in the country. Located in the heart of the design district in Miami, Florida, the Max Borges Agency is dedicated to securing massive amounts of exceptional media results for all clients.

About Ranieri Communications

Established in 2002, Ranieri Communications has evolved into a mid sized consumer technology PR agency. It has developed a solid reputation within the national, consumer and lifestyle press, as well as maintaining its strong contacts in the IT press.

As well as providing a 'bread and butter' press office function for its clients, Ranieri Communications is well known for its strategic advice, outstanding product reviews programmes, great press events and creative features placement. It also understands that great PR is not just about getting clippings, its about making sure those clippings help generate sales!