



PRESS RELEASE

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FOR IMMEDIATE RELEASE

BURRELLES RETAINS RUBENSTEIN PUBLIC RELATIONS AS AGENCY OF RECORD

Burrelles, the legacy media data service retains public relations agency

NEW YORK, NY– NOVEMBER, 20, 2019 – Burrelles, one of the most trusted and credible partners in the media data services industry, announced today it has retained Rubenstein Public Relations (www.rubensteinpr.com) as the company's agency of record. Burrelles plans to leverage Rubenstein Public Relations' long-standing media connections and expertise in the technology industry, along with the firm's decades of experience in crafting corporate messaging and developing brand positioning, to generate exceptional media results.

Founded in 1888, Burrelles combines sophisticated technology with specialized expert analysis, new technologies and an expanded product portfolio to provide a simple, seamless and personalized connection to media data across all communications channels.

The newly rebranded company is set to launch significantly enhanced and expanded product offerings to continue leading the evolution in the media data services industry. Burrelles will now offer analytical research, data services, and custom reporting through partnerships with industry-leading firms, including a premier social media analytics company. Unique within its industry for applying human insight to automated extrapolations from media data, Burrelles will continue their hybrid approach to new product offerings to ensure accuracy and quality of service.

"We are confident in our abilities to further develop Burrelles' reputation as a national leader in the media data services industry, while building customer loyalty and establishing the company's key points of differentiation from the competition," said Rubenstein Public Relations

President Richard Rubenstein. “The choice to bring a revered company like Burrelles to our client roster was an obvious one, and we look forward to a long and successful partnership.”

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About Rubenstein Public Relations

Rubenstein Public Relations is a leading full-service agency based in New York that produces high-profile communications campaigns through branding and messaging, media relations, creative and business development services. Our comprehensive strategy, savvy media expertise and proactive approach shapes and markets a brand's core attributes to generate meaningful results for clients. Rubenstein Public Relations represents some of the world's most prominent names in the real estate, business, luxury lifestyle, entertainment, technology, healthcare and non-profit sectors. (<http://www.rubensteinpr.com/>)

About Burrelles

Founded in 1888, Burrelles is one of the most trusted and credible partners in the media data services industry. Combining sophisticated technology with specialized expert analysis, Burrelles' new technologies and expanded product portfolio provide a simple, seamless and personalized connection to media data across all of today's channels. Its comprehensive suite includes media monitoring, communication tools, in-depth customized reporting, analytical research, publishing, data services, and professional services. With unparalleled expertise and industry insights drawn from 130 years of relentless innovation and dedicated client service, Burrelles takes media data beyond automation. For more information, visit <https://burrellesluce.com/>.

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