

Reaching New Heights! Taylor Moves New York Headquarters to Empire State Building

Leader in Lifestyle, Sports and Entertainment Public Relations
Relocates to Accommodate Steady Growth



New York, N.Y., February 4, 2008 – Taylor, the global leader in lifestyle, sports and entertainment public relations, announced today that it has relocated its New York operations to a new, 25,000-square-foot office in the “World’s Most Famous Office Building,” the Empire State Building.

Taylor’s new global headquarters on the 38th floor of historic 350 Fifth Avenue is just down the street from its longtime headquarters at 14 Penn Plaza, where the company resided since 1996. Custom designed to complement Taylor’s collaborative culture and meet the needs of 100 professionals in its New York home office, the contemporary space allows the company to better serve its select client partner portfolio of category-leading consumer brands.

“The relocation of our New York office underscores our commitment to provide a world-class working environment for our dedicated and growing family at Taylor and best serve the needs of our select roster of client partners,” said Tony Signore, CEO and Managing Partner, Taylor. “To be headquartered in one of the world’s most renowned architectural icons is a source of great pride and achievement for Taylor. The Empire State Building is a global symbol of success and leadership.”

The expansive, brightly lit space offers a host of features and resources that will enhance Taylor’s workplace environment and help deliver value-laden business building solutions to its client partners. Among these features are a 750-square-foot “Great Room,” which serves as a central gathering point for lunches, staff meetings and special events; a full-service state-of-the-art edit and satellite broadcast production studio; and a research library.

The expansion of its New York headquarters comes at the heels of a historic 2007 for Taylor – one in which the company unveiled its new corporate identity; established full-service operations in Chicago, its fifth major market; relocated its fast-growing Charlotte operations to a new 10,000-square-foot office; and was honored as Midsize Agency of the Year by two leading industry media organizations, *The Holmes Report* and *PR News*.

New York

Los Angeles

Chicago

Charlotte

London

About Taylor

Taylor (formerly Alan Taylor Communications) partners *exclusively* with category leading consumer brands that utilize *lifestyle, sports, and entertainment* platforms to achieve business building goals. Founded in 1984 and recognized as the leading lifestyle, sports and entertainment public relations agency, Taylor has 110 employees with headquarters in New York and offices in Los Angeles, Chicago, Charlotte and London. The agency provides a full array of marketing communications services including proprietary research and competitive intelligence, program planning and development, strategic media relations, event production, spokesperson procurement and training, Hispanic/multicultural marketing communications, digital and emerging media, and measurement and evaluation. Taylor's select portfolio of client partners includes MasterCard, Diageo, Gillette, Microsoft, Allstate, Staples, Smirnoff, Alltel Wireless, and Kleenex. Taylor was named 2007 Midsize Agency of the Year by *The Holmes Group* and *PR News*. Discover the difference at taylorpr.com.

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