

## **Beckerman Acquires Antenna Group, Leading San Francisco Clean Tech Firm**

### ***Deal Creates Largest Clean Technology Specialty Public Relations Practice In the Nation***

**HACKENSACK, N.J. and SAN FRANCISCO, CALIF.** – June 17, 2010 – Beckerman, one of the largest independent public relations firms in the industry, today announced the acquisition of Antenna Group Inc., a nationally recognized, full-service, strategic communications firm specializing in serving clean technology companies and corporations concerned about sustainability. The acquisition creates the largest clean technology specialty public relations practice in the nation.

Beckerman has offices in New York, N.Y.; Hackensack, N.J.; Washington, D.C.; and now, with the acquisition of Antenna Group, in San Francisco, Calif. Antenna Group will retain its brand identity and its current management team, including Melody Haller, CEO and founder, and Caroline Venza, vice president.

“The combination of Beckerman’s established clean tech presence and Antenna’s market leadership position has created the dominant brand in the clean tech public relations sector,” said Beckerman President Keith Zakheim. “This acquisition further strengthens Beckerman’s ability to offer our clean tech clients the deepest talent pool, expertise and relationships in this sector.”

Founded in 1996 and based in San Francisco, Antenna provides specialized public relations services to clients focused on new industrial technologies in sectors with great near- and long-term futures, including: green building, energy efficiency, smart grid, energy storage and management, transportation, renewable energy, finance, biofuels, chemistry, water and green building.

Antenna’s clients include 3M Corp. Renewable Energy Group, Accelergy, Akeena Solar, CalCEF, Cogenra, eSolar, EV Connect, GlassPoint, IEEE PV Specialists Conference, Illumitex, Lumenergi, Mainstream Energy, NanoH2O, PowerGenix, Solexant, SunReports, Tioga Energy and Xtreme Power.

“Antenna is at the forefront of educating the media and the public about the entrepreneurial firms that are leading the clean tech movement, which is experiencing substantial growth and is making the transition from lab to practical applications,” Zakheim said. “We are

thrilled to be a part of Antenna's dynamic growth and are looking forward to expanding in this sector nationwide with additional cleantech public relations acquisitions."

The addition of Antenna's clients to Beckerman's current clean tech roster forms one of the largest clean technology public relations practices in the nation. Beckerman's cleantech clients include: Atlantic Green Power, BioSolar, BlueFire Ethanol, Car Charging Group, Carbon Sciences, Cereplast, International Fuel Technology, New Energy Technologies, OriginOil, Pro-Tech Energy Solutions and XsunX.

"We are very excited to be part of the Beckerman team of companies and look forward to taking our firm to new heights in the years to come," said Haller. "We were attracted to Beckerman based on their commitment to the cleantech space and their strategy of building and investing in our brand."

Antenna has received industry recognition for its outstanding performance, having been named a finalist in "Best Overall Company of the Year" for companies in advertising, marketing, and public relations with up to 100 employees in the 6<sup>th</sup> Annual STEVIE® Awards for Women in Business.

In addition, Antenna's president and founder, Melody Haller, was recognized as a "Top Tech PR Pro" by PRSourceCode as rated by a survey of more than 500 technology journalists with the goal of identifying who adds the most value to the journalist-public relations professional relationship.

### **About Beckerman**

Beckerman is one of the largest independent full-service public relations firms in the industry. Founded in 1989, Beckerman's staff of more than 60 experienced media professionals represents a distinguished roster of over 100 clients from diverse industry sectors including environmental, real estate, financial, health care, technology, consumer products, public affairs and corporate political reputation. The firm has offices in New York, N.Y.; Washington, D.C.; Hackensack, N.J.; and San Francisco, Calif. To learn more please call 201-465-8000 or visit [www.beckermanpr.com](http://www.beckermanpr.com)

### **About Antenna Group**

Antenna Group is a strategic public relations agency and dedicated

advocate for innovative technology businesses whose products or services contribute to a cleaner, more energy-efficient world. Most of Antenna's clean tech clients are multinational companies for which Antenna serves as the agency of record, leading strategy and managing outreach via partners worldwide. The firm is experienced in public relations in renewable energy of all kinds, energy efficiency, energy storage and finance from utility-scale to residential, waste management, water and food purification. Clean tech as a category embraces modern energy, green tech and technologies for sustainable living. To learn more please visit [www.antennagroup.com](http://www.antennagroup.com)

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