



Foley **Freisleben** LLC

Communications Counsel

CORPORATE
COMMUNICATIONS

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Perception's integral role in driving enterprise value is not merely part of our tagline; it is ingrained in FolFry's culture, as well. Respected corporations, emerging enterprise, trade associations and others turn to us for strategic communications programs designed to drive public opinion, reinforce credibility and build affinity.

We enjoy a hard-earned reputation of excellence and integrity for our communications work supporting highly sensitive situations, including impact litigation, corporate transactions, labor-relations issues and crises of all proportions. Our extensive experience interfacing at the C-level and with corporate boards explains, in part, why FolFry handles more high-stakes and critical-communications matters than firms many times our size.

REPUTATION MANAGEMENT

We develop ongoing strategic communications programs that elevate the perception and reputation of our clients among targeted constituencies, including customers, shareholders, employees, vendors, trade groups and regulatory agencies.

CRISES AND CRITICAL SITUATIONS

No one can anticipate crises and, despite even the best-laid plans, they can occur. Helping clients to mitigate the impact of a critical situation and guiding reputation recovery efforts once conditions subside are FolFry core competencies. Our experience extends from natural and man-made disasters to the largest financial fraud in U.S. history.

LITIGATION COMMUNICATIONS

A go-to source for trial lawyers, FolFry manages media-relations matters and provides skilled advocacy in the court of public opinion. Our experience spans all aspects of litigation support—including complex civil and white-collar criminal cases, as well as class actions—and FolFry work has been credited for affecting favorable, early resolution of disputes.

TRANSACTION COMMUNICATIONS

FolFry routinely handles all aspects of communications in support of acquisitions and divestitures, leveraged buyouts and

re-capitalizations for clients that include publicly traded and closely held corporations, private-equity and venture-capital firms, as well as their portfolio companies.

LABOR RELATIONS AND EMPLOYMENT

Our firm assists corporations and trade associations in communications matters related to labor relations and employment issues. FolFry experience extends to wage-and-hour disputes, workplace conditions, hiring practices, collective-bargaining agreements and sexual harassment.

RESTRUCTURINGS AND TURNAROUND

We are engaged by companies, their attorneys or financial advisors to manage communications in support of corporate restructurings and turnarounds, including Chapter 11 reorganization and work on behalf of court-appointed trustees. Our efforts are often pivotal to ensuring continuity of business operations with key stakeholders.

THOUGHT LEADERSHIP

FolFry is called upon to articulate senior-level executive thought and ideas. We are gifted strategists and writers—of opinion pieces, speeches and presentations that advance our clients' positions and agendas in media, before trade groups and regulatory agencies.



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Perception drives value.

We drive perception.™

ABOUT FOLFRY

Public opinion—the ability to influence or, where need be, to alter it—is a powerful force.

FoleyFreisleben—or FolFry, as we are commonly referred—is a specialized communications consultancy that excels in building, shaping and managing the perceptions of our clients among targeted constituencies. FolFry is focused. We meld language, messages and images to satisfy specific objectives in narrowly defined practice areas that: drive investor sponsorship; cultivate favorable reputations; align products and services with customers and markets; and mobilize change for social good.

The firm is frequently called upon when reputation stakes are highest. Our clients respect and value the critical thinking and communications “candle power” we bring to every engagement—from routine matters to the most sensitive and complex corporate issues.



**CORPORATE COMMUNICATIONS
INVESTOR RELATIONS
ENTERPRISE MARKETING
SOCIAL RESPONSIBILITY**

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