



Foley **Freisleben** LLC

Communications Counsel

JOHN SEITZ
SENIOR
COUNSELOR



John Seitz, senior counselor, joined FolFry at its inception. Throughout his more than three decades of experience in the corporate communications and financial public relations field, he has been a specialist in investment community liaison, outreach and market intelligence.

Concurrently, Seitz is the senior editor and a principal of the Beverly Hills Courier, a weekly community newspaper serving Beverly Hills and the surrounding areas.

Prior to joining FolFry, he was associated with the Foristall Company as a financial writer and Silverman-Heller Associates, where Seitz conducted investor outreach to securities analysts and portfolio managers nationwide.

Seitz founded his own agency (Seitz/Robison, Inc.) which he ran for over 20 years. He also established a nationally based specialty design and printing company (Seitz/Tarnoff, Inc.), servicing the hospitality and financial industries, which he sold to his associates in 1991 in order to return full-time to the investor relations field.

Before establishing his own firm, Seitz worked for Swafford & Co., during which time he served four years as director of public relations for The Beverly Hilton, coordinating five Presidential visits with the White House staff and staging a number of prime promotional events for Conrad Hilton and various motion picture studios. He was also one of the key coordinators in the opening festivities of the Los Angeles Music Center.

Seitz began his career as a publicist at Metro-Goldwyn-Mayer Studios and then became a publicity officer for the seven counties in the southern division of Bank of America, then headquartered in San Francisco and, at the time, the world's largest commercial banking institution.

Seitz earned a B.S. degree in advertising and an M.B.A. in marketing from the University of Southern California.

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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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