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NY PR Firm Crowns Year with TransAtlantic Alliance

Belfast and New York, NY - July 30, 2009- [Carlton Baxter Communications](#) (CBC) and New York-based public relations and marketing company [Jaymie Scotto & Associates](#) (JS&A) have created an alliance to offer transAtlantic PR solutions between the USA and the UK and Ireland.

JS&A works exclusively in the telecoms and technology information industries while CBC work across a range of corporate and consumer clients in various markets and sectors.

“This relationship is great news for US technology companies wishing to enter the Irish and UK markets and for businesses here, especially those in IT and telecoms, who need to build a presence in the United States,” said Carlton Baxter, managing director of Carlton Baxter Communications which is part of the AV Browne Group.

He added; “During these challenging times when companies are seeking a competitive edge in their chosen markets, we can today offer UK and Ireland-based clients a foothold in the United States where JS&A are recognised as the leader in marketing and public relations solutions for telcos and technology information companies.

“These remain fast growing sectors globally and this new alliance, committed to delivering quantifiable results, will cut the time to market recognition and speed up the development of commercial relationships.”

Emmy-award winning Jaymie Scotto Cutaia, CEO of JS&A, said; “It is our pleasure to work with Carlton Baxter’s team of PR professionals, ensuring the best possible coverage, on both sides of the pond. We have a roster of North American firms who require additional exposure in the UK, and indeed globally, and by partnering with CBC, we can ensure our clients qualified, quantified and professional PR campaigns.

“CBC and JS&A share the same common mission: to provide our clients with the highest-level of media outreach, education and branding to targeted marketplaces. Our business is to grow our clients’ business.”

Both companies believe there has never been a better time providing media access on both sides of the Atlantic with companies working harder in the on-

going downturn to penetrate new markets and maintain and grow their presence.

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Notes to editor

For further information on JS&A see www.jaymiescotto.com and for Carlton Baxter Communications see www.carltonbaxter.com or contact Jaymie Scott Cutaia on +1 886.695.3629 or Carlton Baxter on +44 2890320663.