



FOR IMMEDIATE RELEASE:

JB Cumberland PR Celebrates a Great 2008 Client Revenue Up 47% Over Previous Year

New York. March, 2009 – **JB Cumberland PR** (JBCPR), a New York-based, full-service, independent, public relations firm, wraps up a dynamic and successful 2008 with an amazing client revenue growth of 47%.

Joanna Cumberland, President and CEO of **JBCPR**, explains that much of this growth has been generated through a significant expansion into Social Media and the creation of a new sustainable department, **JBCPRgreen**. “Even in a slowing economy, we have been able to help all of our clients expand their business and therefore their commitment to us as their agency,” comments Cumberland.

“Our team understands our clients’ markets, their businesses and their products. Thanks to this in-depth involvement in client needs, one of our clients has tripled their business since their partnership with **JBCPR** began, and another’s sales have quadrupled. Two clients have become category leaders without spending big bucks on advertising. With our help another client is in the process of creating a new niche market,” Cumberland says.

JBCPR does not plan to slow down in 2009! Despite the difficult economy, **JBCPR** has kept all current clients and is now planning on entering new market opportunities – so that 2009 will be another great year!

About JB Cumberland PR (JBCPR)

Based in New York City’s Chelsea neighborhood, **JB Cumberland PR** has been providing outstanding Public Relations for consumer products since 1985, offering results-oriented, strategic public relations and marketing capabilities to increase sales, shape brand image and create market share-driving **sales and profitability** and increasing brand awareness for our clients. As a result of all these years of providing quality products and information to the press, JBCPR has established one of the most effective and productive media contact networks in the industry. *“We strive to do the best job possible for our clients and have a great time doing it!”*

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