

the holmes report

PR Agency Report Card 2002

Kekst and Company

Strategic communications firm with crisis management, M&A and IR expertise

New York

Working with German pharmaceutical giant Bayer as its anti-anthrax drug Cipro took center stage in the wake of bioterrorist attacks; counseling the management of Enron Corporation as the once mighty energy company began its disastrous collapse; assisting Polaroid as it filed for Chapter 11 bankruptcy protection; helping Pacific Gas & Electric explain its role in the California energy crisis. In other words, a pretty typical year for Kekst & Company, still the pre-eminent strategic communications firm in the country and a leader in financial communications, mergers and acquisitions and other transactions, and high-profile crisis management.

Now in its 32nd year, Kekst offers clients the collective experience, judgment and skills of dozens of senior professionals—communications counselors with unparalleled expertise in mergers and acquisitions, earnings and other corporate disclosure matters, IPOs, proxy and control contests, restructurings, bankruptcies, complex litigation, management transitions, corporate governance, spin offs, regulatory and labor issues. In addition to the examples above, in 2001 Kekst worked with Fred Alger Management and longtime client Marsh & McLennan, following the September 11 terrorist attack on their World Trade Center headquarters; handled bankruptcy filings for Comdisco, AMF Bowling, W.R. Grace and others; handled restructuring assignments for Agere Systems and Lucent Technologies; and represented Phillips Petroleum in its merger with Conoco, both Compaq Computer and Hewlett Packard in their planned merger, and General Motors in the sale of its Hughes Electronics subsidiary to EchoStar Communications.

The firm's leadership team has been together for a remarkably long time—Gershon Kekst, James Fingeroth, Larry Rand, Bob Siegfried, and Jeff Taufield have worked together for more than 30 years, and 14 partners have been with the firm for more than a decade—but Kekst also continues to expand its counseling ranks, promoting some of the industry's brightest young people to its partner level and ensuring that its vast experience never translates into complacency or conceit.

Investor Relations Agency of the Year