



**PENN
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BERLAND**

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Shoshana Deutschkron joins Penn Schoen Berland as Vice President in San Francisco office

WASHINGTON, D.C., March 1 2010 – Penn Schoen Berland is pleased to announce that Shoshana Deutschkron has been appointed as a Vice President in the firm's San Francisco office.

Deutschkron will work with Executive Vice President Amy Leveton to advise a variety of Fortune 500 corporations on their research and messaging initiatives, drawing on her extensive background in the technology industry to build up the firm's West Coast presence. Prior to joining PSB, Deutschkron managed global PR for Tealeaf Technology, where she was responsible for strategic communications and media relations. Before joining Tealeaf, Shoshana worked on the agency side as an Account Director for Bite Communications, managing accounts and providing counsel to high-profile technology clients including Dolby Laboratories, BEA, Siebel, Sun Microsystems and Veritas.

"Shoshana's long history in the technology sector will be an invaluable asset to our growing San Francisco operation," said Leveton. "Her understanding of the digital and social media space will bring enormous added value to our clients in California and beyond. We're all very excited to have her on board."

"I very much look forward to working with PSB's dynamic and diverse roster of clients," Deutschkron said today. "In today's environment especially, it's critical that the strategies we offer be backed by solid evidence of their efficacy. PSB has more than proven its combination of cutting-edge research techniques with attention-grabbing executions. I look forward to sharing this approach with clients current and prospective."

Deutschkron holds Bachelors of Arts Degrees from Stanford University in Communication and Psychology.

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About Penn Schoen Berland

Penn Schoen Berland is a global research-based consultancy that specializes in messaging and communications strategy for blue-chip political, corporate and entertainment clients. We have over 30 years of experience leveraging unique insights about public opinion to provide clients with a competitive advantage - what we call Winning Knowledge™. We execute polling and message testing services for Fortune 100 corporations and have helped elect more than 30 presidents and prime ministers around the world. Penn Schoen Berland is a part of Young & Rubicam Brands, a subsidiary of WPP, one of the world's leading communications services networks. More information is available at www.psbresearch.com.