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Press Release

Crisis and Litigation PR Expert David Silver Interviewed on CBS on HP CEO Mark Hurd's Resignation

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/PRNewswire/ -- David Silver, a Los Angeles crisis and litigation

public relations expert was recently interviewed on CBS's The Early Show on the resignation of **Hewlett Packard** CEO Mark Hurd for allegedly being charged with tampering with his expenses and sexual harassment.

Silver, who is frequently interviewed and quoted in the financial media on distressed public relations situations that involve executives and senior management at corporations such as a crisis, litigation or restructuring, was profiled in *Investor's Business Daily* in 2004 on the "Managing for Success" pages, discussing how CEOs should make complicated financial ideas easy to understand in public speeches for their employees, investors and reporters. For almost 17 years, Silver has provided advice and counsel to corporations and companies, especially to senior management, on how to communicate in distressed situations. He is also accredited by the State Bar of California to provide a one-hour MCLE (continuing legal education) for lawyers and general counsel on "Managing the Litigation PR Process: When Public Opinion Matters."

In 2003, Silver was asked to contribute a chapter - along with 20 other Wall Street experts -- to a Bloomberg Press's book "The New Investor Relations: Expert Perspectives on the State of the Art." His chapter was titled "The IR-PR Nexus," and Silver argued that both the investor relations and public relations functions in

corporation had to be a coordinated function to be successful, especially in a litigation, crisis or restructuring. He is currently working on a full-length book for **JRoss Publishing** titled: "Groupthink in the Corporate Boardroom: Managing Corporate Communications in the Age of Restructuring, Crisis and Litigation." To view the **CBS** interview please go to the home page, www.silverpr.com.

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