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## Schwartz Media Expands Legal, Real Estate Practices

MIAMI, FL - Schwartz Media Strategies, a Miami-based public relations and marketing firm, has been named agency-of-record for law firm Podhurst Orseck, P.A. and commercial real estate services firm Continental Real Estate Companies (CREC). The Miami-based firms are the latest additions to Schwartz Media Strategies' legal and real estate practices.

Podhurst Orseck, P.A. is an internationally-recognized leader in aviation litigation, commercial litigation, and appellate law. Schwartz Media Strategies' work will focus on expanding awareness of key attorneys and their practices across the legal sector, business community and general public via strategic, proactive media relations and targeted marketing activities – all with the goal of supporting new business efforts.

Since its founding in 1980, Continental Real Estate Companies (CREC) has grown to become one of Florida's largest commercial real estate services firms. Schwartz Media Strategies will concentrate on building regional, statewide and national awareness of CREC's integrated business model, diverse service platform, and seasoned professionals through media relations, expert source positioning, and marketing support.

"The addition of Continental Real Estate Companies and Podhurst Orseck to Schwartz Media Strategies' existing client roster is consistent with our firm's focus on growing our legal and commercial real estate practices," said Tadd Schwartz, principal of Schwartz Media Strategies. "In doing so, we are looking to develop long-term partnerships with clients whose work and industries are critical to Florida's long-term economic landscape. CREC and Podhurst Orseck are examples of longstanding firms that are well-positioned for continued success."

Schwartz Media Strategies' existing roster of commercial real estate clients includes Blanca Commercial Real Estate, Miami Tower, Rilea Group (developer of 1450 Brickell office tower), Shoma Group (developer of Park Square at Doral), and CREW-Miami (Commercial Real Estate Women). The firm's legal clients include Ruden McClosky, Kluger Kaplan, Astigarraga Davis, Hall, Lamb and Hall, P.A., and Leesfield & Partners. Schwartz Media Strategies' other areas of focus include financial services, healthcare, and the arts.

About Schwartz Media Strategies: Schwartz Media Strategies is a Miami, Florida public relations and marketing firm. Founded in 2005 by industry veteran Tadd Schwartz, the firm focuses its practice in the following areas: real estate; professional services, including law and financial services; healthcare; consumer and municipal affairs; and the arts. Offering services ranging from proactive media relations and targeted marketing, to event support and social media strategy and implementation, the firm operates with a singular focus on its clients' business and institutional goals. To learn more about Schwartz Media Strategies, visit the firm's website at [www.schwartz-media.com](http://www.schwartz-media.com), or connect with Schwartz Media Strategies on the firm's blog, Facebook, Flickr, Youtube, and Twitter.