

RESTRUCTURING CAPABILITIES

When your Company's very future is at stake, you need communications professionals of the same caliber and experience as your legal and financial advisors. Restructuring, whether in court or outside of the Chapter 11 process, is a complex environment where everything you say and do counts. It is not the time for on the job training. MWW Group's team brings more than 80 years of experience to your restructuring and a proven track record of success. That's why leading turnaround managers, law firms and financial advisors entrust their clients to us.

MWW Group is a top ten national public relations agency and the industry's most experienced firm in restructuring communications. Our expertise is deep and well-established, bringing intimate knowledge of the process of restructuring, turnarounds and workouts both in and out of court to clients of all sizes and sectors. Our track record in using communications to drive positive outcomes is proven. MWW Group has guided companies for more than two decades in some of the largest and most complex cases including Linens 'n Things, Motor Coach Industries, Kaiser Aluminum, Foster Wheeler, Bethlehem Steel, Williams Communications, Barney's New York, Montgomery Ward, NextWave Wireless, and Bally Entertainment.

Our team is comprised of legal, financial and communications experts, all of whom possess detailed knowledge of the United States Bankruptcy code and intimate familiarity with dynamics that impact your ability to restructure including media influence, employee and customer issues, shareholder activism, vulture investing, organized labor and private equity involvement. Our total stakeholder approach manages the competing priorities of your key constituencies, and guides compatible yet distinct communications for each audience including customers, employees, vendors, investors, media, government and community officials and key influencers.

MWW Group's restructuring practice integrates a wide array of communications tools including media relations, financial communications, crisis communications, investor relations, employee outreach and marketing communications. We are particularly adept at navigating the digital media ecosystem and pioneered approaches that leverage the power of the Internet in restructuring scenarios, while managing the accelerated time frame in which key influencers develop their opinions and key constituencies take action.

Our philosophy emphasizes consistent, regular communication of substantive information, with a unique understanding that key influencers play a dramatic role in the position of each of your stakeholders. We have strong relationships with the key restructuring reporters and understand the hot-button issues of all the media (national, local, business/financial, trade and online) that cover a company's restructuring.

Working closely and collaboratively with management and the Company's legal and financial professionals, MWW Group develops and implements communications strategies to align stakeholders behind the Company's plan. In short, we build support among all stakeholders to help clients win in the court of opinion so that management has ample time to succeed in the restructuring process.

If your Company is considering the possibility of restructuring, with or without the protection of a Chapter 11 Filing, you should be planning your communications strategies and activities to align key stakeholders with your goals. For more information about MWW Group, please contact Rich Tauberman at 202-585-2282 or rtauberman@mww.com.

SCOPE OF SERVICES

- Financial Communications
- Employee Communications
- Influencer Relations
- Digital Media Relations
- Issues Management
- Executive Branding & Visibility
- Trade & Vendor Relations
- Web Strategies & Website/Dark Site Development
- Investor Relations
- Social Media and Online Communications
- Government & Public Affairs
- Consumer Marketing & Branding
- Media Training
- Message Development & Training
- Story Development

REPRESENTATIVE CLIENT EXPERIENCE:

- Bally Entertainment
- Coach Industries
- Barneys New York
- Bethlehem Steel
- Boscov's
- Foster Wheeler
- Great Atlantic & Pacific Tea Corporation (A&P)
- Kaiser Aluminum
- Linens 'n Things
- Marcal Paper
- Muralo Paint
- Montgomery Ward
- NextWave Wireless
- TransWorld Entertainment
- Williams Communications
- Zany Brainsy

Aim High. Deliver.