

Press Release – No embargo

Top specialist technology PR agency Naphine Porter Ltd expands.

LONDON (Friday 20th 2012)—Naphine Porter Ltd (NP), a leading specialist technology public relations agency, expands by recruiting former Hi-Fi Choice Editor Dan George. Dan, who starts immediately, will use his many years of experience as a consumer technology journalist with one of Britain's best known technology publishers to help NP expand its brand portfolio and skill base.

Commenting on Dan's appointment Alan Porter said, "We represent some of the industry's most prestigious brands so choosing a new member of the team would normally be very tricky. Dan's skills complement our own perfectly, making us a stronger and more versatile company. With Dan on board, we can continue to grow while still giving our customers the high level of service they expect".

Andy Naphine adds, "This is an extremely exciting time for the company and we are delighted that Dan is joining the team. Not only will he strengthen our skill base but he also has the passion for technology and specialist skills that are essential to get the best coverage for our clients."

Dan brings more than a decade of experience with Britain's biggest technology publisher, Future Publishing, to the organisation. Having joined Future in 2000 following a career in television at MTV and Time Warner's CNN, Dan was rapidly promoted to the position of Editor. During his tenure, Dan transformed the circulation of the title following a comprehensive redesign in the spring of 2010 to create the UK's only growing hi-fi publication, against a backdrop of prolonged decline in the sector.

Dan's passion for music, his publishing expertise and CE market knowledge has seen him write for trade and consumer publications including Classic Rock, T3 and Britain's biggest technology website TechRadar. Dan said, "I'm thrilled to be joining Britain's fastest-growing specialist technology PR agency. The rate at which businesses have migrated to Naphine Porter since its creation in 2010 has been astonishing, and clearly demonstrates the professionalism and PR ability of this fresh and dynamic specialist agency. I'm delighted to bring over a decade's publishing and editorial know-how to strengthen NP's business and deliver even greater value to its client base."

Dan can be reached at dan@naphineporter.com or on 07899 808918. For further information on Naphine Porter, visit www.naphineporter.com.

Notes for Editors

Naphine Porter Limited was founded in February 2010 by partners Andy Naphine and Alan Porter as a specialist consumer electronics public relations agency. Naphine Porter now represents a number of consumer technology brands including: Atlas cables, Canton Loudspeakers, HD Anywhere, Image Audio, NEOD, Michell Engineering, Scandyna Loudspeakers, T+A, Tascam and TEAC. Naphine Porter has established a successful formula for evaluating, promoting and communicating a brand's philosophy and products. Key to their success has been their passion for technology and the specialist skills necessary to represent their brands across a wide-ranging media base.

For further information, visit www.naphineporter.com