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LANGSTON MIZRACHI & CO. HIRES LISA MIZRACHI AS DIRECTOR OF CLIENT SERVICES

PLANTATION, FL (May 15, 2008) - Langston Mizrachi & Co. (LM&Co.), a boutique public relations firm specializing in real estate, retail, hospitality, architecture and design and professional services, has hired Lisa Mizrachi as director of client services.

As director of client services, Mizrachi's responsibilities include client and project management, media and community relations, contributing to the research and development of public relations campaigns, and marketing and event coordination.

"Lisa's strong public relations background, exceptional reputation and impressive skills in client service, media relations and community relations make her an ideal addition to our team and we're thrilled to have her on board," says LM&Co. Principal Angel Langston Balikos.

With experience in public relations and advertising, most recently Mizrachi held a senior account executive position at The Apple Organization where she was responsible for client management, establishing and maintaining relationships with media, community relations, event coordination, and crisis communication. Prior to her role as a public relations representative, she held an advertising account executive position at Soffer Adkins Design. Her responsibilities included client management and acting as a liaison between the creative department and clients to implement and execute advertising campaigns while handling budgets and meeting necessary deadlines. Mizrachi graduated from Florida International University with a bachelor's degree in Communications from the School of Journalism and Mass Communication.

Langston Mizrachi & Co. (LM&Co.) is a boutique public relations agency offering a broad range of public relations services including media relations, crisis communications, media training, community relations, PR marketing and special events/promotions. LM&Co. is a partnership between Angel Langston Balikos and Yaffa Mizrachi, two of South Florida's most respected, well-known public relations veterans. Langston and Mizrachi have a combined 20 years of experience in the public relations, marketing, non-profit and publishing industries.

For more information call 954-587-0950 or log on to www.LangstonMizrachi.com.