

## Business Wire Los Angeles Gears up for Company's 50th Anniversary Celebration

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*Los Angeles Mayor Antonio Villaraigosa has proclaimed October 2, 2011 to be "Business Wire Day" in Los Angeles*

LOS ANGELES--(BUSINESS WIRE)--LOS ANGELES--(BUSINESS WIRE)--Business Wire will celebrate its 50th anniversary on October 2nd, which Los Angeles Mayor Antonio Villaraigosa has proclaimed "Business Wire Day" in the City of Los Angeles.

To commemorate the anniversary, Business Wire's Los Angeles bureau will sponsor a program on the **Future of PR** on October 6<sup>th</sup> at The Mark on Pico Blvd in Los Angeles. As with all Business Wire offices, Business Wire Los Angeles has always supported and been actively involved with local professional organizations, including NIRI, PRSA, IABC, FEI, CFA, and others. Please click here for additional information on this event:

<http://newsroom.businesswire.com/event/special-events/la-what-future-pr-50th-anniversary-event>

Business Wire was founded in San Francisco on October 2, 1961 by Lorry I. Lokey. The Los Angeles office opened its doors in 1967 as Business Wire's 2<sup>nd</sup> Office. Business Wire Los Angeles serves public and private companies from Santa Barbara down to Seal Beach.

"I am honored that Mayor Villaraigosa has honored Business Wire with an official proclamation marking our Golden Anniversary," said Business Wire Chairman and CEO Cathy Baron Tamraz. "We take pride in knowing that Business Wire has been recognized with proclamations by the mayors in many of the markets we conduct business. It is truly an historic moment for our company."

Today, the Los Angeles Office boasts a full-service sales and newsroom team, including long time veterans of Business Wire, Thomas Becktold, Mark Essa, Teri Johnson, and Leon Harbar. "We are so proud of our local experience and expertise," commented Matthew Policastro, Regional Manager of Los Angeles. "Some of our employees here in LA have been with us for over 20 years. The Berkshire Hathaway's acquisition of Business Wire in 2006 is a further testament to the quality of the company."

**About Business Wire**

Business Wire, a Berkshire Hathaway company, celebrates its 50<sup>th</sup> anniversary in 2011 as the global leader in press release distribution and regulatory disclosure. Public relations and investor relations professionals rely on Business Wire for both broad-based and targeted market reach. A recognized disclosure service in the United States, Canada and a dozen European countries, Business Wire handles XBRL tagging, document formatting and regulatory filing into EDGAR, SEDAR and other systems. Business Wire provides online newsroom hosting and integration services as well as search engine optimization, mobile distribution and detailed measurement on every press release. Its patented NX delivery platform provides simultaneous full-text posting of Business Wire content to news systems and websites in virtually any country or language. With 31 bureaus worldwide, Business Wire offers local service and global reach.

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