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FOR IMMEDIATE RELEASE

Kessler PR Group adds legal journalist and political veteran to team

Ocean Township, NJ — Kessler PR Group, the region's premier crisis and strategic communications firm, is pleased to announce the addition to its team of two highly regarded communications professionals.

With a combined 40-plus years of experience in legal journalism, media strategy and political communications, John Francis Roman and Martin Bricketto bring a depth of expertise that will further enhance the firm's ability to provide strategic crisis communications, litigation support and reputation management counseling to its clients. This targeted expansion underscores Kessler PR's commitment to deliver timely, effective, and confidential advice to clients and legal counsel facing fraught reputational threats.

Bricketto was most recently managing editor for business of law and legal ethics at Law360, among the most highly regarded legal journals in the country. In 2021, he spearheaded the launch of Law360 Pulse, a standalone website focused on the inner workings of law firms and in-house legal departments. Bricketto previously managed teams of court reporters in several states and, as a reporter, launched Law360's New Jersey wire in 2012, covering everything from court hearings to public policy.

After earning a bachelor's degree in journalism and history at Rutgers University, Bricketto began his journalism career as a reporter for news dailies such as the Gloucester County Times and the Courier News/MyCentralJersey.com, among others.

"Marty has spent his career at the intersection of the law and journalism. Our clients will benefit from his insights into how litigation, even frivolous lawsuits, can impact reputations," said Kessler PR Group founder and CEO Karen Kessler. "The breadth of his attorney contacts, his fundamental understanding of the courts, and his experience guiding investigative news gathering is a major asset."

Prior to joining Kessler PR, Roman served as director of communications for Aberdeen Township and is known for harnessing the power of social and digital platforms, crafting impactful messaging, and deftly managing media relations. He served as a three-term Linden City Councilman and held several communications roles for the County of Union and as an aide to the County Commissioners. Roman's

diverse political and corporate network includes government officials on both sides of the aisle as well as prominent members of the private sector.

Roman earned a bachelor's degree in political science at Kean University and multiple certificates from the Rutgers Center for Government Services. He received Crisis Communications training through the FBI Law Enforcement Executive Development Association.

"John has a deep understanding of New Jersey government and its political landscape," said Kessler. "His strong communications background and diverse professional network makes him an exceptional addition to our team."

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Kessler PR Group is the region's leading strategic communications firm specializing in crisis communications, litigation support, reputation management and media relations. The firm's clients include international, national and regional law firms; Fortune 100 companies, banks and financial institutions; healthcare systems, hospitals and physicians; international private equity and hedge funds; real estate firms, developers and builders; religious institutions and nonprofits; public and private schools, colleges and universities; sports teams and athletes; high profile public figures, including politicians and elected officials, and others. Confidentiality is built into the firm's DNA.

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