

JUST PR & MARKETING OFFICIALLY LAUNCHES

Specialist built environment strategic communications consultancy, Just PR & Marketing has officially launched following a six month contract period from a previous role.

Justine McGuinn set up Just PR & Marketing in January 2008 having spent six years at property PR specialist FD Tamesis heading and building the Manchester regional office for international PR agency Financial Dynamics. Prior to joining FD Tamesis, Justine was national marketing co-ordinator at Amec Developments (now Muse Developments) for seven years.

Since January 2008, Just PR & Marketing has turned over in excess of £25,000 and has six retained clients with a high level of interest from other potential clients. Based in offices in Manchester city centre's Pall Mall Court on King Street, Justine has found the market very receptive, particularly in the light of the recent property downturn.

The s offered to clients ranges from business development activity, strategic marketing support to public and media relations. The service is built around the clients' individual needs whether marketing a whole site, corporate marketing, brand development, public relations, public consultation, public affairs or media relations.

Justine has tended to specialise in large scale, area based, mixed use regeneration projects however is also assisting construction consultants with their business development and strategic marketing activity due to her detailed knowledge and contacts within the property and construction sector.

Justine McGuinn, Managing Director and founder of Just PR & Marketing comments:

"My decision to start Just PR & Marketing was driven not only by the need to do something new but by a desire to offer a personal service to much valued clients."



PRESS RELEASE July 1, 2008

“What the market needs now is a strategic and personal service delivered by an individual with longevity and extensive knowledge in the sector for necessary marketing and PR in these difficult times.”

John Early, Partner and founder of Genr8 Developments LLP, a client of Just PR & Marketing commented:

“Just has done a fantastic job in helping us launch our new venture. Press contacts at a very practical level have meant that the coverage we received has been good, our messages well understood, and reported at the right time and level.”

Justine intends to grow Just PR & Marketing organically and work with other consultants on those projects which require specialist graphic design skills or a full team of people. She has had initial discussions with some familiar property PR and design agency personalities and intends to create a national network of high calibre professionals in order to deliver strategic, high quality communications on a larger scale. She also has connections with Marketing International www.marketinginternational.net based in the US with teams in London, Dubai and Hong Kong.

Current clients include Genr8 Developments (founded by John Early, ex colleague and chairman of Amec Developments [now Muse Developments] who dealt with the sale of the company to Morgan Sindall), Urbo Regeneration (east Midlands based JV between Bolsterstone Group, Arnold Laver Group and AGD regeneration), Norman Disney & Young (international mechanical & electrical engineers with roots in Australia), Dooley Associates (Manchester based QS set up five years ago), Bolsterstone Group (east Midlands based developer) and Grangefield Estates/Chancellor Place (delivering a 4m sq ft mixed use, health anchored development in Ardwick near to Manchester Piccadilly Mainline railway station).



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Justine is from and lives in Salford, Manchester, attended St Patrick's RC High School, studied marketing at Salford University and is a member of the Chartered Institute of Marketing.

For further information please contact Justine McGuinn at Just PR & Marketing on 07903 66122 or email justine@justprm.co.uk, web: www.justprm.co.uk

Notes to editors:

JUSTINE MCGUINN, MANAGING DIRECTOR DipM MCIM

Justine McGuinn started Just PR and Marketing in January 2008 and has twenty years of knowledge and contacts within the property, construction and regeneration sector. She worked her way from administrative trainee and personal assistant culminating in seven years running the in-house marketing function for a national property development company. At plc level she also worked with a team of professionals to re-brand a global construction company towards re-listing as a services company and latterly spent six years running the northern regional office of an international PR consultancy building a PR and public affairs business focused exclusively on the built environment.

In her marketing role in the development company, Justine was instrumental in formulating and/or implementing the communications around some of the UK's landmark regeneration developments including in Manchester Barbirolli Square, the home of the Halle Orchestra, Eastlands, the site of the City of Manchester Stadium, and Hulme Regeneration. She was involved in the early positioning around pioneering joint ventures such as English Cities Fund (Amec, Legal & General and English Partnerships), ISIS Waterside Regeneration (Amec and British Waterways) and ICIAN (Amec and Crosby). Further afield Justine's communications experience extends to Newcastle Quayside, Wakefield Europort and Eurocentral in Scotland.

During her time at a leading built environment communications consultancy, Justine led communications for a number of successful planning applications for Tesco, the Omega development in Warrington and Kingsway in Rochdale - both schemes breaking ground in their communications approach due to complex planning issues and CPO processes. She has also worked on pre-planning support for Cibitas Investments' Holt Town, 85 hectares in east Manchester for residential development and key residential schemes and profile raising for Artisan Holdings in Manchester, Liverpool and Sheffield. She also led a team involved in the promotion of

Warrington's Golden Square shopping centre for Lend Lease resulting in a 95% let scheme upon completion.

In addition, Justine has represented the cities of Liverpool and Manchester at MIPIM (the international real estate exhibition) where she has assisted in running the UK press office for the event organiser, Reed Midem. She has represented Liverpool Land Development Company involved in four strategic regeneration areas around the city, initiatives for BURA in Bradford and Liverpool, communications for the Northwest Regional Development Agency's property portfolio including Liverpool Digital (the former Marconi site) and represented the regional activities of CB Richard Ellis, the world's largest real estate agent. She also worked with Peel Holdings for a number of years, the largest landowner in the North West of England, on its positioning and development promotion whose portfolio includes Media City, Gloucester Quays and Liverpool and Wirral Waters.

Justine McGuinn: Marketing and Public Relations Track Record 1994 to 2007

Amec (marketing and PR management):

<http://www.ashton-moss.com/>

<http://www.cheadle-royal.com/>

Bamber Bridge, Preston

Sportcity, Manchester

The Observatory, Manchester

Eversheds House/Havelock Mill, Manchester

Hulme Regeneration/Hulme High Street

Barbirolli Square, Manchester

The Circus, Manchester

Quayside, Newcastle upon Tyne

Walkergate, Durham

Eurocentral, Scotland

Wakefield Europort, West Yorkshire

Castle Gate, Dudley



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Parklands, Birmingham

The Pavillion, Thames Ditton

The Guildway, Guildford

Almondvale Shopping Centre, Livingston

Carlton Lanes, Castleford

English Cities Fund (early strategy and positioning)

ISIS Waterside Regeneration (positioning within the Amec brand)

Smithfield, Manchester and ICIAN (early work and positioning within the Amec brand)

FD Tamesis (PR and PR team management):

Schemes

Kingsway, Rochdale (for Northwest Regional Development Agency and Wilson Bowden Developments)

Omega, Warrington (for English Partnerships and Miller Developments)

Liverpool Digital (Northwest Regional Development Agency and Liverpool Land Development Company)

Liverpool Land Development Company sites and Strategic Investment Areas (including Edge Lane, Liverpool)

Northwest Regional Development Agency's strategic sites prior to going to market

Liverpool and Wirral Waters, Media City and Gloucester Quays (Peel Holdings)

Golden Square Shopping Centre (Lend Lease)

Holt Town Waterfront (Cibitas Investments)

The Moor in Sheffield, Express Networks, Ovale and Eastside Valley in Manchester (Artisan Holdings)

Lancaster University student residencies (Lancaster University/CB Richard Ellis)

Various schemes in Cumbria and the North West for Tesco Property

Corporate and Positioning

CB Richard Ellis



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Peel Holdings

Aedas Architects

Wilson Mason & Partners

Liverpool Land Development Company

Northwest Regional Development Agency

Cibitas Investments

Broadway Malyan

Artisan Holdings

**MIPIM (international real estate exhibition held annually in Cannes)
and one-off assignments**

As listed above, plus

The City of Manchester

The City of Liverpool

Unity Liverpool/Rumford Investments

Warrington Borough Council

United Utilities

Hammonds

Alford Hall Monaghan Morris

British Urban Regeneration Association

Tesco