



NEWS RELEASE

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Rex Nelson Joins The Communications Group as Sr. Vice President of Government Relations and Public Outreach

June 2, 2009; Little Rock, Ark. – **The Communications Group**, a Little Rock-based marketing, advertising and public relations firm, announced today that **Rex Nelson** has joined the company as senior vice president of government relations and public outreach.

Nelson comes to the agency from the Delta Regional Authority (www.dra.gov), where he was appointed by President George W. Bush to serve as the alternate federal co-chairman. The DRA is a federal economic development agency that covers parts of Alabama, Arkansas, Illinois, Kentucky Louisiana, Missouri, Mississippi and Tennessee. Prior to the DRA, Nelson served as the director of communications for Arkansas Gov. Mike Huckabee and was a member of the governor's five-person senior management team.

Nelson, an Arkadelphia native and graduate of Ouachita Baptist University, has an extensive journalism and sports broadcasting background that includes having served as assistant sports editor as well as Washington Bureau Chief for the then *Arkansas Democrat*, political editor of the *Arkansas Democrat-Gazette* and editor of *Arkansas Business*.

Agency president Dan Cowling said Nelson's role will include management and development of government contracts and accounts, along with new business development and public outreach and policy guidance for existing clients. "For the past 13 years, Rex has been on the inside at the highest levels of state and federal government. During most of that time, our agency has had a working relationship with him, so we know what he brings to the table for our clients. Nobody in this region can give clients the perspective and government experience that Rex can deliver. And Rex's reputation and relationships in this community and the region are unparalleled. Because of our niche in government and public outreach marketing and communication, we are extremely pleased to have him join our staff," said Cowling.

"I'm delighted to be associated with the talented professionals at The Communications Group," Nelson said. "I worked with them closely during my years in government and was always impressed with their energy and creativity. This is an opportunity to take what I've learned in government and journalism and adding those components to the work of The Communications Group."

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The Communications Group is a Little Rock-based, full-service marketing, public relations and advertising firm specializing in government agencies, healthcare, social marketing, business-to-business, strategic communication, public relations and marketing planning. The Communications Group has been representing local, regional and national accounts since 1987 and is managed by partners Dan Cowling, Neal Moore and Dane Cowling.
For more information, visit the Web site at www.comgroup.com.