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**Guru Program® Pioneered by Tom Gable
Receives Official Registration from USPTO**

*Gable PR, San Diego, Helps Clients Build Image, Reputation
With Proven Concept, Approaches Developed over Two Decades*

SAN DIEGO – Gable PR, a growing public relations firm known for its sophisticated and successful approach to managing complex programs, today announced that the United States Patent and Trademark Office (USPTO) has registered Guru Program® as a service mark for a public relations strategy developed and honed by Tom Gable over more than two decades.

The official USPTO language said the mark covered: consulting services related to publicity; promoting public awareness of professional legal and accounting services, health care, financial services, real estate, lodging, hospitality, life sciences, golf equipment, golf event, information technology, wireless, biotechnology, educational and not-for-profit organizations and institutions; and public relations.

Tom Gable, CEO and founder of Gable PR, said the concept evolved from his previous experience as a financial journalist and daily columnist, where he was in a constant quest to find legitimate experts to comment on breaking news and trends. Journalists all over the world faced the same challenges. Over time, certain sources would rise to the top of media lists and be quoted regularly, enhancing their credibility. The same sources would also be more widely sought as speakers in their industries or areas of specialization.

“Studies show that organizations with better reputations grow faster than their peers, are more profitable, and have better employee morale,” Gable said. “How to achieve guru status? Research showed it requires fact-based programs that invest in image as a part of long-term strategy, not short-term hype. Programs need to be creative, continuous and credible, with many nuances involved in driving the desired results.”

Gable has used the Guru Program® in many customized ways: to build credibility for new technology companies raising money and ramping up to go public or be acquired by a larger firm in the same industry; to position a real estate developer as one of the best in the

West to help deal flow; to position a venture capital firm as the visionary in its particular niche, to increase deal flow and future investments in its funds; to turn around image for a NYSE health care company; to pre-market Class A office buildings; to position a law firm and key partners as experts in a particular field; and to pre-market new hotels, destinations and regional shopping centers.

“The guru concept has worked for everything from university laboratories, virtual companies and startups to some of the largest organizations in their niches,” said Gable. “The fundamentals are similar for all. Some of the tactics and tools may vary, such as use of social and digital media. Bottom line: gurus are everywhere. But most are rarely discovered, if at all. That’s where a strategic, pro-active program comes into play.”

About Gable PR

Gable PR, based in San Diego, delivers highly effective public relations and marketing communications programs for clients in a broad range of industries. Its tradition of success goes back 30 years with Tom Gable, APR, PRSA Fellow and a nationally recognized authority on the strategic use of public relations for positioning, reputation management and delivering meaningful results. Clients have included private and public companies, organizations, institutions and government agencies at every stage in their life cycles, from start-up to a Fortune 100 company (Pfizer). Agency programs have earned the highest honors in the PR profession and helped clients of all sizes and needs succeed. For more information: www.gablepr.com.

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