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## **THE LIVINGSTON GROUP ANNOUNCES EXPANSION INTO NEW YORK CITY MARKET**

[Taps Top Crisis Communications Expert and Lobbyist Jeff Ballabon as TLG Affiliate](#)

### **For Immediate Release**

**May 14, 2007**

**Washington DC** - The Livingston Group, LLC (TLG), one of Washington's largest and most successful government relations firms, today announced its expansion into the New York City market. TLG will establish an affiliate relationship with Jeff Ballabon of the Ballabon Group, LLC.

The Ballabon Group is a government relations and public affairs consultancy which has served over 25 financial services, media, healthcare, real estate, energy, non-profit and other clients since its founding in June 2004. Clients have included: Films Media Group, Black Creek Development, One World United (health care staffing), the World Jewish Congress, Israel National News, and Teach NYS. Before founding the company, Ballabon served as a senior executive at several national media companies including, Court TV, Channel One News, and Primedia Inc. His Washington experience includes service as legislative counsel to US Senator John Danforth (R-MO), and as counsel to the Senate Committee on Commerce, Science, and Transportation.

"We're very excited about launching a presence in New York City, and we're extremely pleased that Jeff will be working with us," said TLG chairman Bob Livingston. "Jeff has headed up government affairs and communications operations for major New York corporations and has expertly navigated the New York-Washington corridor for years. He brings a track record of impressive government and public relations achievements for his clients."

"I'm exceptionally pleased to become a part of the Livingston Group team," said Jeff Ballabon. "TLG is an industry leader because it has the three 'R's that savvy clients look for in Washington: Reach, Reputation and Results. Bob Livingston has great vision and expectations for our New York City operation. New York clients will benefit from the vast bipartisan resources, diverse expertise and unparalleled access of TLG."

With over 50 Democratic and Republican government /public affairs experts in its practice, including a number of former Congressmen, along with a dozen overseas affiliates in Africa, Asia, Europe and Latin America, TLG will offer its entire array of practice area expertise through the New York office. Included among its numerous clients, TLG represents Accenture, Northrup Grumman, the Republic of Turkey, Tulane University, the Port of New Orleans, Verizon and Feld Entertainment.

The Livingston Group, L.L.C. was created in March 1999 and provides comprehensive public affairs, government relations and lobbying services on a global basis. Recognized as one of the fastest growing government relations firms in Washington, D.C., TLG also provides marketing services and public affairs counsel in the areas of coalition building, media outreach and crisis communications.

A complete overview of their practices, personnel and performance, including a representative client list, is available at [www.livingstongroupdc.com](http://www.livingstongroupdc.com).

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