



The Livingston Group, LLC
499 S. Capitol Street, SW
Suite 600
Washington, DC 20003
202 289 9881
www.livingstongroupdc.com

THE LIVINGSTON GROUP ADDS TO ITS TEAM FINANCIAL SPECIALIST AND FORMER DEMOCRAT CONGRESSMAN LARRY LAROCCO

For Immediate Release

May 4, 2009

Washington, DC - The Livingston Group (TLG) continues to expand its bipartisan influence with the affiliation of former Democratic Congressman Larry LaRocco of Idaho. His addition furthers TLG's building of Democrat team members. LaRocco joins TLG partner and former member from Michigan Dennis Hertel, partner and former Assistant Secretary and Director General at the Commerce Department Lauri Fitz-Pegado, and Senior Counselors and former members Eva Clayton of North Carolina and Bob Clement of Tennessee, respectively. While grouping with TLG, LaRocco will also continue his efforts at LaRocco & Associates, Inc., the public affairs firm he founded in 2000. At TLG, LaRocco will serve within the following Practice Areas: Energy and Environment; Financial Services and Tax.

"I am absolutely delighted to make this announcement," said TLG founder and CEO Bob Livingston, who served with LaRocco. "Larry brings more than 30 years of financial services in both the private and public sectors to our team. He has great energy and a tremendous reputation working a diversified client base. Larry understands the importance of strong message development and the role of public affairs in his advocate role. This association is a great fit for both of our firms."

LaRocco served in the U. S. House of Representatives from the First Congressional District of Idaho from 1991 -1995 and sat on the Banking Committee and the Interior Committees. He brought to Congress his financial services background from the private sector and has since worked inside and outside of Congress on financial services modernization. Idaho is a large public lands state and his broad knowledge of natural resources gave him a strong voice on the House Interior Committee. He authored the Snake River Birds of Prey National Conservation Area and worked on a wide array of forest management issues. LaRocco also worked on rural health care issues along with alternative sources of energy. He was member of the Speakers Working Group on Policy. In Congress he had a reputation for working across the aisle.

"I favor working in strong, bi-partisan teams. The opportunity to work with The Livingston Group fits right into that sweet spot for me," said LaRocco. "The team of professionals assembled at The Livingston Group is obviously very attractive to a large group of diversified clients as well as for the team members who provide excellent service to clients."

After his tenure in the House of Representatives, LaRocco served for two years as president of the US Association of Former Members of Congress. At the helm of that 600 member non-profit organization he focused on dramatically expanding the Congress to Campus program. Likewise, he was instrumental in providing a strong financial footing to the organization.

Professionally, LaRocco managed two affiliate associations in securities and insurance for the American Bankers Association and was president of Fleishman-Hillard Government Relations.

The Livingston Group, LLC was created in March 1999 and provides comprehensive public affairs, government relations and lobbying services on a global basis. A complete overview of their practices, personnel and performance, including a representative client list, is available at www.livingstongroupdc.com.

#####

Contact: Chris Terrell, Washington, DC, 202-289-9881