

RED PILLAR CONSULTING, LLC

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FOR IMMEDIATE RELEASE

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HAYWORTH TAKES ON RED PILLAR CONSULTING FOR 2012 BID

Red Pillar Assigns Michael Knowles to Serve as Spokesman

FISHKILL, NY (July 11, 2012) – The re-election campaign of Congresswoman Nan Hayworth (NY-19) has hired Red Pillar Consulting to serve as communications advisors for her 2012 bid. Red Pillar immediately announced that it has assigned one of its principals, Michael Knowles, to serve as Hayworth's spokesman for the duration of the campaign.

All four members of Red Pillar Consulting – John Hicks, Charlie Banks, Jesse Dwyer and Knowles – served as senior advisors and campaign staffers to Hayworth's successful bid for Congress in 2010.

"I'm pleased to welcome Red Pillar Consulting, and Michael Knowles in particular, to the team," said Hayworth. "Michael is highly talented and uniquely qualified for this role and I'm confident that he will help us get our positive message out to the voters of this district."

"We're honored to have the opportunity to help communicate the Congresswoman's ideas for our nation's future," said Knowles. "I'm excited for this challenge."

A Bedford, New York native, Knowles recently worked with Indiana Governor Mitch Daniels and on the Presidential campaign of former Utah Governor Jon Huntsman. Knowles is a graduate of Yale University.

NAN HAYWORTH

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