



RED24 TEAMS UP WITH TALA FOR EXPERT CRISIS PR CONSULTANCY

London, 17 October 2011

red24 is pleased to announce their collaboration with PR consultancy, Tala. This arrangement will allow red24's clients to draw on Tala's international network of crisis communications experts in the US, Canada, New Zealand, Malaysia, Australia, Mexico, China, Taiwan and Hong Kong as well as in the UK.

The crisis communications network is chaired by Tala's managing director, Andrew Baud, who has more than 15 years of experience in branding, communications and public relations. 'When the crisis hits, you are dependent on the skills and experience of the person who is on the ground to help you. We have handpicked the consultants in our international network to offer a diversified range of crisis communications experts to our clients.'

red24 provides crisis management, as well as assistance and response services within business travel, kidnap for ransom, maritime security, food safety, food and non-food product recall and (corporate) ID theft assistance. Though crisis incidents within each of these sectors vary greatly, crisis PR and crisis response services work in tandem to maintain brand integrity, as well as safeguarding risks, reputations, and sometimes lives.

'Tala's services are valuable enhancements to red24's existing services within crisis management and risk mitigation. A company must think about their reputational risk and be able to communicate efficiently and clearly, both to internal and external stakeholders. Depending on the severity of the crisis incident and the company's in-house capabilities, red24 can now assist with mitigating a company's reputational risk following a crisis incident', says red24's CEO, Maldwyn Worsley-Tonks.

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About Tala

Tala is a communications consultancy that couples strategic thinking with energetic and hardworking campaigns. It was established in 2007 and current clients include Lafarge, The Royal British Legion, Doctors.net.uk, DX Group, CarbonZero IT, River Marketing, Thomas Franks and red24.

Andrew Baud was formerly head of communications for Media Square plc and managing director of BANC. The early part of his career was spent with Porter Novelli and Eagle Star/Zurich Insurance.

For more information on Tala, please contact Andrew Baud andrew.baud@talapr.com or visit www.talapr.com

About red24

red24 is a global security company providing guidance, assistance and response within crisis management, travel tracking, product recall, kidnap and ransom and travel security. red24 was founded in 2000 and is registered on the London AIM Stock Exchange (REDT).

For more information on our services, please contact pressoffice@red24.com or visit our website www.red24.com