

# AllStar Deals Appoints Feintuch Communications for Company Launch

NEW YORK, Feb. 21, 2012 /PRNewswire/ -- AllStar Deals ([www.allstardeals.com](http://www.allstardeals.com)), the first daily deal site to pay consumers to source deals and market them to their social networks, has chosen Feintuch Communications to launch the company and implement an integrated public relations and social media campaign.

Headquartered in Potomac, Maryland, and with offices in New York, the AllStar Deals start-up team consists of seasoned professionals with more than 50 years collective experience in technology, Internet, entertainment and agency/Fortune 500 brands. The management team includes Mark Levin, CEO and founder; Todd Ciuba, VP of business development; and Matthew Lerner, VP of product marketing.

"We chose the Feintuch Communications team to help us launch AllStar Deals because of their extensive experience in launching and supporting start-up businesses," said Mr. Levin.

The account will be managed by Mr. Feintuch in collaboration with Christa Conte, account director and Savannah Tikotsky, senior account executive.

## About Feintuch Communications

Feintuch Communications ([www.feintuchcommunications.com](http://www.feintuchcommunications.com)), based in New York City, is a strategic relations firm offering clients an integrated blend of public relations, advertising/marketing, investor relations and other services to meet their business objectives. Part of international PR alliance ECP Global ([www.ecpglobal.com](http://www.ecpglobal.com)), the firm specializes in B-to-B and B-to-C programs with a focus in technology, financial services, advertising and media and energy/clean tech. Feintuch Communications prides itself on its strong service ethic, senior counsel and hands-on support.

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