



POWER COMMUNICATIONS EXPANDING TO BETTER SERVE GROWING INTERNATIONAL CLEAN ENERGY CLIENT BASE

Media, tech, editorial and outreach bandwidth expanded by addition of Max Lifton and Sydney Manning

MALTA, New York – Feb. 02, 2023 – Power Communications (“PowerCom”), a strategic communications firm specializing in PR and outreach services to North America and Europe’s leading clean energy companies, announced today the addition of Max Lifton as Director of Client Services and Sydney Manning as Client Services Associate.

Since 2003, leading power generation technology, utilities, IPPs and project developers have engaged PowerCom to provide strategy, brand development, public affairs, and community outreach services to complete over \$8 billion in North American power generation assets in operation today. PowerCom monitors industry media and markets and has yet to find a firm with more direct energy project development experience.

“Max and Sydney bring experience and creativity in developing messaging, executing communications strategies, and conducting successful public outreach campaigns that’s essential to our clients’ continued success,” said Steven C. Sullivan, CEO. “Their relevant and diverse backgrounds will benefit our clients—particularly as we increasingly expand our services to international companies and markets in the clean energy sector.”

Max Lifton’s direct agency experience over the past decade is perfectly suited to help guide PowerCom’s expansion over the next few years in an increasingly technologically driven sector. He’s worked with a broad cross section of technology driven startups overseeing client accounts, day-to-day communications, and messaging and communications strategies for early and late-stage startups. He also has deep experience in brand positioning. He began his career working with clients in the clean energy, climate, education, and behavioral health spaces.

Lifton will be working closely with Power Communications’ clients to build and execute strategies, across earned and owned media, and develop key messaging.

“I’m excited to be joining the growing team at Power Communications,” said Lifton. “The Power Communications team has established themselves as the preeminent communications firm focused on clean energy, and I’m thrilled to work with the best in the industry.”

Manning brings her journalism and creative background to Power Communications. She is a recent graduate from The College of Saint Rose in Albany, NY. She received her Bachelor of Arts

degree in Communications with a concentration in Journalism. She previously worked at Social Static, developing marketing strategies.

Manning will create press kits, design client collateral, and assist clients with media relations and communications strategies.

“The opportunity to be part of a rapidly growing international leader in the clean energy space, is exactly what many in my generation are seeking,” said Manning. “I am beyond thrilled to be in a position where I am not only contributing to the team and client objectives, but one where I will be contributing to a better future every day.”

Power Communications is celebrating their 20th anniversary this year.

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About Power Communications

Since 2003, the Power Communications team of experts has built an internationally recognized public relations firm serving premier energy companies in North America and Europe. Leading power generation technology and project developers engage Power Communications (“PowerCom”) for strategy, brand development, public affairs and community outreach services to successfully complete over \$8 Billion in North American power generation assets in operation today. As the world transitions to a fully decarbonized electric grid, the stakes have never been higher for power project development – having expert advisory services can significantly de-risk projects and avoid many of the issues that result in unsuccessful projects.

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