



CHAMBER
of
COMMERCE

presents

STATE OF LUXURY POWER PANEL SERIES *with Ann Shatilla*

Jerry Digney is President of DIGNEY & CO. Public Relations (formerly Solters & Digney until 1/2010) headquartered in Hollywood, California at the epicenter of entertainment, Hollywood & Highland. The independent firm specializes in entertainment, sports, tourist attractions, special red-carpet events and hospitality.



Panelist

JERRY DIGNEY

President,

DIGNEY & CO. Public Relations

Digney is the longtime publicist for world-famous TCL Chinese Theatre (formerly Grauman's Chinese) and has done publicity for some of the biggest attractions in the USA including; Universal Studios Hollywood, Warner Bros. VIP Tour, Madame Tussauds Wax Museums, Ripley's, Sony Home Entertainment, and as well as the Gencom/Ritz Carlton residences at Rancho Mirage, Children's Diabetes Foundation to list a few. Digney is the longtime publicist of Bob Newhart, was Ray Charles longtime personal publicist and personal publicist for a number of other icons over the decades including; BB King, The NEVILLES and Kool & The Gang

In recent years, the firm has headed over 150 PR campaigns and events featuring Universal's ground-breaking King Kong, Lady Gaga, Robert Redford, Josh Groban, Cindy Crawford, Gwen Stefani, Betty White, Jimmy Page, Fox Home Entertainment, the Guinness Book of World's Records, "Glee" and Katie Couric.

Over the decades, his publicity events have been grand and legendary. LA Biz Journal calls him "The PR Stunt King". Digney arranged the first show biz themed U.S. postage stamp, with Laurel and Hardy, in the mid-1980s and ran BOZO for president in 1984, an event that culminated with a photo spread in TIME Magazine. He was the first person to get a female client over the age of 50 on the cover of Playboy magazine, causing a media sensation, and arranged for the Pope (JP II) to be made an honorary Harlem Globetrotter.

Since its formation 15-plus years ago, Solters & Digney, Digney & Co.'s predecessor company, has helped clients, such as Concord Records, win eight Grammy® Awards. Until his death in May, 2009, Lee Solters, Digney's late business partner, was renowned for his longtime representation of luminaries such as Barbra Streisand, Frank Sinatra and Michael Jackson.

To contact Digney & Company LLC: 323. 785. 2401