

For Immediate Release

Contact: Steve Honig  
The Honig Company, Inc.  
818-986-4300  
press@honigcompany.com

**THE HONIG COMPANY SIGNS NOTED PSYCHOLOGIST TSEDAY ABERRA  
FOR PUBLIC RELATIONS REPRESENTATION**

**Dr. Aberra leading authority on sex, marriage and relationships  
with unconventional approach**

BURBANK, CA, Mar. 26, 2008 – [The Honig Company, Inc.](http://www.honigcompany.com), a leading independently owned public relations agency, announced today it has signed Dr. Tseday Aberra as a client and will handle all publicity and personal appearances for the noted psychologist.

A clinical and forensic psychologist, Dr. Aberra is one of the country's leading authorities on the male-female relationship. Dr. Aberra advocates a unique and at times controversial approach to the dynamics of marriage, the elements necessary for a successful relationship and the role of sex in a marriage.

“Dr. Aberra is a breath of fresh air in an industry that often takes a traditional and prolonged approach to solving issues related to marriages and relationships,” said Steve Honig, president of The Honig Company, Inc. “Her passion and straightforward thinking gives couples the insight and motivation they need to improve their lives.”

Dr. Aberra has a successful marriage and relationship counseling private practice in the greater Los Angeles area, and has written numerous articles on the subject that have been published in a variety of professional journals and consumer publications. In addition, Dr. Aberra has conducted seminars across the country reaching countless people seeking to improve their relationships and marriages.

“The Honig Company offers experience and knowledge that goes beyond publicity and marketing,” said Dr. Aberra. “I am turning to them for direction on all aspects relating to the development and management of my business.”

One of the first female psychologists to stress the importance of sex in a marriage, and the responsibility of a woman to sexually provide for her husband, Dr. Aberra regularly faces criticism and prompts debate wherever she speaks. She also freely expresses her thoughts on the shortcomings of the marriage counseling “industry” in the U.S., and challenges many common practices.

The Honig Company, Inc. is a full-service public relations, publicity and promotion agency that represents clients in a variety of industries. The company offers a wide array of services ranging from consumer and lifestyle publicity to financial and corporate communication, and has other promotion and marketing capabilities. Founded in 2002, The Honig Company is headquartered in Burbank, CA, with offices in Las Vegas, NV. More information is available at <http://www.honigcompany.com>.

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