



FOR IMMEDIATE RELEASE

CONTACT: Maggie Perlich or Teri Schramm
The Lavidge Company
mperlich@lavidge.com
tschramm@lavidge.com
(480) 998-2600

THE LAVIDGE COMPANY CONTINUES TO GROW

Agency Promotes and Hires to Grow Seasoned Team

SCOTTSDALE, Ariz. – (February 27, 2007) – The Lavidge Company, a leading advertising and public relations firm located in Scottsdale, today announced that they have continued to cultivate their talented team.

Julie Meyer was hired as **Public Relations Senior Account Executive**, bringing over 8 years of experience in the sports and national media relations. In her new role, Meyer will handle the public relations efforts for The Lavidge Company clients such as Arizona Environmental Recycling, Banner Health, and CityNorth. Prior to joining The Lavidge Company, Meyer was responsible for the launch of the public relations department and the acquisition of several high-profile national clients at a Chicago-based media company. She was also responsible for managing the internal and external public relations and communications efforts of TeamWorks Media projects in the video production, digital media and integrated marketing divisions. Meyer's client roster included the Wilson Racquet Sports, Chicago Sky (WNBA), '85 Bears World Champions 20th Anniversary (NFL), Chicago Bandits (NPF), Chicago Fire (MLS) and the 2006 MLS All-Star Game. Ms. Meyers has also worked locally as Communications Coordinator of Special Events for Banner Health and Public Relations Account Coordinator for The Phoenix Suns/SRO Communications.

"Julie is a great complement to our strong team," said **Alicia Wadas, Director of Public Relations for The Lavidge Company**. "We're confident that her experience and talent will contribute greatly to our overall creativity and teamwork."

Matthew Moss was hired as **Lavidge Marketing Services Account Executive**. In his new role, Mr. Moss will assist Lavidge Marketing Services in researching, growing, and developing new business accounts. Mr. Moss previously worked at Cooley Advertising and Public Relations where he was primarily responsible for building web site structures and writing website copy. Mr. Moss was also responsible for research and assisting in bringing new business to the agency. Mr. Moss graduated from ASU with a degree in Human Communication with a focus on Organizational Communication.

Alison Branton was hired as **Lavidge Interactive Planner and Buyer**. Ms. Branton previously worked with Virgen Advertising as the agency's Media Director where she oversaw the planning and buying for a variety of industries including casino, healthcare, real estate, restaurant and finance. Ms. Branton has also worked for the Stratosphere Hotel & Casino as Marketing Special Events Supervisor, and for Flamingo Las Vegas as a Special Events Coordinator. Ms. Branton graduated from University of Nevada Las Vegas with a BA in Broadcast Journalism.

Jennifer Wiles was promoted to **Advertising Junior Account Executive**. Wiles previously served as an Account Coordinator with The Lavidge Company. Wiles will continue to work with Lavidge clients such as The Phoenix Suns, The Phoenix Mercury, The KTAR, World Golf Championships- Accenture Match Play Championship, and The Phoenix Roadrunners. Wiles graduated from Southern Illinois University at Carbondale with a Bachelor of Science in Journalism with an emphasis in advertising, and a double minor in Marketing and Psychology.

“Jen’s attention to detail and organizational skills are a great addition to our team,” said **Michele Whaley, Management Supervisor for The Lavidge Company**. “Her ability to work on tight timeframes with challenging situations is admired, and will prove her to continue to be a valuable asset to The Lavidge Company.”

Mary Beth King was hired as The Lavidge Company's Office Assistant. In her new role, Mrs. King is responsible for day-to-day tasks ranging from customer service to human resources. The Lavidge Company team refers to King as the “Director of First Impressions”. Mrs. King previously lived in Indiana where she owned and operated a preschool. Mrs. King moved to Scottsdale in 2000 and worked in Human Resources at the Scottsdale Museum of Contemporary Art. Mrs. King also worked as the Human Resources Manager for the Fitness Center at Scottsdale Community College prior to joining The Lavidge Company team.

#