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THE LAVIDGE COMPANY PUBLIC RELATIONS TEAM EXPANDS, ADDS FORBES REPORTER

Scottsdale, Ariz. (April 12, 2006) - The Lavidge Company, a leading advertising and public relations firm located in Scottsdale, announced today that it has expanded its public relations department.

Josie Lee was hired as **Public Relations Senior Account Executive**, bringing several years of nationwide public relations and communications experience to The Lavidge Company. Ms. Lee's key areas of expertise include crisis and business-to-business communications. Most recently, Ms. Lee worked for Stanton Crenshaw Communications in New York City, where she designed and executed strategic communications programs to achieve the business objectives and marketing goals of semiconductor, technology and private equity companies.

Ms. Lee's prior experience includes her role as senior associate for Strick And Company, a crisis communications firm known for its reputation management, damage control and re-branding expertise. Formerly, Ms. Lee was a journalist for *Forbes Magazine* in New York City, concentrating on personal finance, mutual funds, investing, marketing, and corporate profile stories. Ms. Lee also wrote for California publications such as *MBE magazine* and the *Orange County Business Journal*.

To obtain photos accompanying this release, please access our FTP site:

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If you have any difficulty accessing our FTP site please contact:
Kathy Knudson at 480-998-2600 x565

The Lavidge Company is a locally-owned and operated full-service advertising, public relations, consulting and marketing communications agency. Since 1982 The Lavidge Company has specialized in developing brand positioning for products and services. Highlights of the agency's client base include Realty Executives International, Bashas', Special Olympics Arizona, Esscentual Brands, Phoenix Suns, Meritage Active Adult communities, Arizona Diamondbacks, Cachet Homes, Phoenix Mercury, Wells Fargo and McDonald's. The Lavidge Company offices are located at 6263 N. Scottsdale Rd., Suite 190, Scottsdale, AZ 85250. More information on the agency may be found at www.lavidge.com.

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