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**Phoenix-based Advertising Agency Adds Six New Team Members,
Expanding its Digital, Media and Public Relations Capabilities**

PHOENIX (July 23, 2009) -- E.B. Lane, Arizona's longest running full-service advertising agency, recently hired six marketing professionals as the industry rapidly continues to integrate traditional, social and digital marketing disciplines. The new E.B. Lane team members bring a wealth of expertise in creative execution, traditional and online media buying, and digital and social marketing. These individuals are:

- Kelly Emery, Vice President, Director of Media Strategy
- Nick Zink, Interactive Associate Creative Director
- Dustin Thompson, Interactive Account Manager
- Jackie Mossay, Account Coordinator, Account Services
- Joanie Segall, Account Manager, Public Relations
- Amanda Perkey, Account Coordinator, Public Relations

Chicago native, Kelly Emery, has accepted the position as Vice President and Director of Media Strategy, where she leads media strategy development and interfaces with media partner, Results Media Group. Prior to E.B. Lane, Emery held senior media positions at respected advertising agencies including, DraftFCB, DDB, OMD and Starcom. She has a wide range of national experience with well-known brands, including Blue Cross Blue Shield, Kellogg's, Macy's, Dell Computer Corporation, General Mills, Discover Card and Jackson Hole Mountain Resort. Emery graduated magna cum laude from Syracuse University.

Nick Zink joins E.B. Lane as Interactive Associate Creative Director. With a background in advertising, design, and digital media, Zink provides strategic direction to the integration of digital and traditional marketing disciplines. Zink's core responsibility is to ensure that clients have web presence with the brand aesthetics, usability and interface design that works best from the consumer's perspective. Prior to joining E.B. Lane, Zink directed interactive campaigns for numerous high-profile clients, such as MGM Grand Las Vegas, TV Guide, Corona, Porsche U.S.A., Marriott, and Hilton.

Dustin Thompson joins the E.B. Lane interactive team as Interactive Account Manager, where he applies his experience in traditional and digital media to help clients realize

maximum online exposure through search engine marketing, Web site optimization, e-mail marketing, and analytics. Thompson focuses on a variety of clients, such as Harkins, Ziegler's NYPD Pizza Department (NYPD Pizza), Cable One, and one of the nation's largest insurance providers. Prior agency experience includes BBDO in Atlanta where Thompson managed national print, television and radio campaigns for the merger between Cingular and AT&T. Thompson also spearheaded online marketing for the Phoenix Children's Hospital.

As Account Coordinator, Jackie Mossay comes to E.B. Lane with a degree in pre-law and with experience in government and public affairs. Mossay has vast experience marketing destination properties and resorts, which will be utilized as she assists as the daily contact for E.B. Lane clients, Xanterra Parks and Resorts, the Greater Phoenix Convention & Visitors Bureau, and the Phoenix Convention Center. Mossay will also help oversee the Fresh Start Women's Foundation.

A new member to the public relations team, Joanie Segall, joined E.B. Lane after three years working as Editorial Writer and Managing Editor for SPARK Magazine and Event Manager for the 2008 and 2009 Arizona Women's Expo. As Account Manager, Segall oversees the day-to-day activities for the Health & Wealth Raffle and The Alter Group. With a degree in Creative Writing from the University of Arizona, Segall also assists with creative concepts and copywriting for clients such as NYPD Pizza, the Health & Wealth Raffle, and Fresh Start Women's Foundation.

Arizona native, Amanda Perkey has been promoted and hired from an internship to Account Coordinator for the public relations team. Perkey provides support for several clients with a focus on Wal-Mart, Sports & Orthopedic Specialists, and the Muscular Dystrophy Association (MDA). Perkey also participates in the social marketing efforts of NYPD Pizza as a member of Arizona's first TasteCasting crew.

About E.B. Lane

Established in 1962, E.B. Lane is one of the Southwest's largest full-service advertising, interactive, social marketing and public relations agencies, with annual capitalized billings of more than \$65 million. Clients include The Alter Group; Arizona Cardinals; Arizona Super Bowl Host Committee; Cable One, Inc.; Greater Phoenix Convention & Visitors Bureau; Harkins Theatres; Health & Wealth Raffle benefitting St. Joseph's Hospital and Barrow Neurological Institute; Muscular Dystrophy Association (MDA); NYPD Pizza; Pat Tillman Foundation; Phoenix Convention Center; SunCor Development Company; Wal-Mart Arizona and Utah; and Xanterra Parks and Resorts. For more information, visit www.eblane.com.

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