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FOR IMMEDIATE RELEASE

Phoenix Firm Experiences Substantial Growth and Takes Pride in Providing Job Opportunities in Arizona for Marketing Professionals

PHOENIX (October 8, 2010) – Entering 49 years in business, E.B. Lane announces significant expansion in staff and positions, notably uncommon of the current employment climate in Arizona. The firm has augmented all departments with a total of 14 new hires since April, adding to the talent and capabilities of all E.B. Lane areas of marketing expertise, including advertising, interactive, public relations and media buying and planning services.

Chief Executive Officer, Beau Lane, recognizes the impact the numerous hires are making on the industry and the state, as well as the long-term success of the firm and its clients. Lane also recognizes the recent announcement of the win of returning client, Arizona Lottery, as well as significant growth with a key national client, which have generated a need for expansion in staffing.

“We’re in a fortunate position to be able to create new jobs in this industry and in this challenging environment,” said Beau Lane, CEO, E.B. Lane. “We take great pride in the fact that we’re providing opportunity and we’re building.”

Lane also credits the firm’s growth to industry demands of digital and social media expertise, along with new client wins and current client growth in all marketing disciplines. “We’re fortunate to be able to take advantage of a tremendous talent pool. Looking back, 2010 will be a notable year for E.B. Lane. We’re adding exceptional professionals to our current team of talent. This surely will make an impact on our capabilities and our culture for years to come.”

Following is a listing of recent hires, along with their respective roles and responsibilities:

Account Services

Matt Gunson, Account Planner

Gunson will plan the analysis of research to help guide the strategy behind advertising campaigns for all agency clients. Prior to joining E.B. Lane, Gunson was an independent consultant, providing creative and strategic direction in the publishing industry. He received a Bachelor of Fine Arts degree in Graphic Design from Brigham Young University and is currently completing his Master of Business Administration degree at Arizona State University W. P. Carey School of Business.

Keslie Abbott, Account Manager

Abbott assists in the management of one of the agency's largest accounts, Arizona Lottery. Abbott has a broad marketing background with experience in public relations, media management and new business development. Her expertise includes work with notable travel and leisure accounts including Ritz Carlton hotel in Paradise Valley and the Wigwam Resort & Spa. Abbott graduated from the Hugh Downs School of Human Communication at Arizona State University.

Tara Schulenberg, Account Manager

Schulenberg will assist in managing the communications of clients, Cable One, NYPD Pizza and Muscular Dystrophy Association (MDA.) Schulenberg has a broad marketing background, including public relations and account management. Schulenberg has prior agency experience including Leo Burnett/Arc Worldwide in Chicago. She has expertise in entertainment and event planning, the automotive industry and large-scale marketing experience with Procter & Gamble.

Catherine Swaback, Account Coordinator

With prior agency experience, Swaback is responsible for assisting with the various Arizona Lottery advertising projects, and will be heavily involved in the day-to-day management of the client's large sponsorship of the Arizona State Fair. Swaback graduated from the University of Arizona Business School with a bachelor's degree in Marketing.

Ashlyn Jones, Traffic Manager

Jones is responsible for the coordination and routing of all creative projects at E.B. Lane. Jones will support account managers by maintaining the flow of projects and ensuring deadlines are being met. Outside of work, Jones demonstrates her passion for dance by volunteering for Ballet Etudes, a program focused on keeping children healthy and active in a creative environment. Jones is a graduate of Arizona State University where she received a degree in Interdisciplinary Studies.

Broadcast Production

Carolyn Peterson, Executive Broadcast Producer

Peterson has accepted a full time position with E.B. Lane after a beneficial relationship with the firm for the past eight years. As Broadcast Producer, she has worked on a variety of TV, radio and long format video projects from television commercials to corporate marketing and training videos. Peterson has more than two decades of expertise, including CNN, ABC, Inc. and Fox Animation. Peterson has a Bachelor of Arts degree in Speech Communications from the University of Minnesota.

Public Relations

Jennifer Adler, Senior Account Manager

Adler will manage and support the strategy, media relations and social media efforts of clients, including the Arizona Lottery, NYPD Pizza and Sports & Orthopaedic Specialists. Adler brings several years of agency experience to E.B. Lane where she managed local and national accounts. Additionally, Adler is a published writer, and earned her real estate license while working as an assistant project manager for an Arizona real estate developer. Adler has a bachelor's degree in English from UCLA.

Katherine Thornhill, Account Coordinator

Thornhill supports all public relations account managers with a variety of assignments for the Arizona Lottery, Sports & Orthopaedic Specialists, Walmart and St. Joseph's Health & Wealth Raffle. Prior to joining E.B. Lane, Thornhill launched social media presence for the Washington State University Graduate Programs in Business and secured news coverage for several clients while starting her career at a boutique agency in Seattle. Thornhill is a graduate of Washington State University's Edward R. Murrow School of Communications.

Omar Zamora, Account Coordinator

Zamora will assist with event planning and execution, along with social media engagement for clients, including the Arizona Lottery and NYPD Pizza. Zamora has previously provided support for clients, including St. Joseph's Hospital Foundation, Walmart, and Sports & Orthopaedic Specialists. Zamora is in his final semester at Arizona State University where his focus is in Spanish and public relations. He'll graduate from the Walter Cronkite School of Journalism and Mass Communication in December.

Media Planning and Strategy

Robin Casmirri, Associate Director of Media Strategy

Casmirri's primary role is media planning for the Arizona Lottery and one of the agency's key national clients. Casmirri's expertise includes media strategy and planning for several state agency accounts, including the Arizona Office of Tourism (AOT) and the Arizona Department of Health Services (ADHS.) She was previously the director of integrated marketing and media at Moses Anshell. Casmirri graduated from the University of West Georgia with a bachelor's degree in Mass Communications and Print.

Jeff Rahm, Media Buyer

Rahm has three years media buying experience and has held a variety of marketing positions in print, direct mail and outdoor buying. A Seattle native, Rahm graduated from Western Washington University with a bachelor's degree in Marketing.

Christine Erickson, Media Buyer/Planner

Erickson joins E.B. Lane with previous agency experience in northern Arizona where she developed a broad understanding of several marketing disciplines, including advertising, public relations and media buying in print, radio and online. Erickson graduated from Northern Arizona University's School of Communication with a bachelor's degree in Advertising and Public Relations.

Digital/Interactive

Shailesh Ghimire, Director of Digital Strategy

With 13 years marketing experience, Ghimire will drive the digital marketing strategy for clients, including the Arizona Lottery and Cable One, among other national clients. Ghimire's brings experience in Internet marketing, search engine optimization (SEO), search engine marketing (SEM), web analytics, social media and affiliate marketing. He received his bachelor's degree in Physics from Whitworth University, and his Master of Business Administration from the University of Wisconsin-Madison.

Travis Gauthier, Flash Designer

Gauthier will support the digital creative aspects of E.B. Lane while implementing Flash design and development projects, as well as webpage design and online banner creation. Gauthier's prior expertise includes digital experience with US Airways, Arizona State University and Chandler Gilbert Community

College where he developed and improved web design, online banner advertisements and video editing. Gauthier has an Associate of Arts degree in Computer Art Illustration and a Bachelor of Science degree in Digital Media Management.

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 Arizona Cardinals, Arizona Lottery, Arizona Super Bowl Host Committee, Cable One, Inc., Greater Phoenix Convention & Visitors Bureau, Harkins Theatres, St. Joseph's Hospital Foundation, Muscular Dystrophy Association (MDA), NYPD Pizza, Pat Tillman Foundation, Phoenix Convention Center, Walmart and Xanterra Parks & Resorts. For more information, visit www.eblane.com.

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