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E.B. Lane Strengthens Staff with Two New Hires

PHOENIX (April 6, 2010)—E.B. Lane, a full-service advertising, interactive and public relations agency, welcomes two additions to the agency staff: Jeff Rahm, media buyer, and Keslie Abbot, account manager. The newly employed bring more than 12 years combined experience to the agency. Involved with branding, research and media plans, both Rahm and Abbott will further develop E.B. Lane’s marketing strategies for notable clients such as the Phoenix Convention Center and Cable One, Inc.

Jeff Rahm was recently hired as a media buyer. He 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. Rahm enjoys outdoor activities such as hiking and spending time with his Miniature Pincher, Charlie.

Keslie Abbott has accepted the position of account manager where she will lead accounts, including the Greater Phoenix Convention & Visitors Bureau, the Phoenix Convention Center and Xanterra Parks & Resorts. Prior to E.B. Lane, Abbott worked nearly two years for a local

public relations agency before becoming media manager and new business developer at Crosby/Wright Advertising and Public Relations for more than five years. She obtained valuable experience with travel and leisure accounts such as the 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. While attending college, Abbott played on the women's softball team and continues to stay active in a slow-pitch softball league.

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 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, Walmart and Xanterra Parks & Resorts. For more information, visit www.eblane.com.