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PRESS RELEASE

LOCAL PUBLIC RELATIONS AGENCY CONTINUES EXPANSION

Strategy Communications Promotes Kelli Herwehe to Account Executive

SAN DIEGO, April 9, 2008: Strategy Communications, a full service public relations, media and marketing agency, has grown by leaps and bounds. Since the beginning of 2008, Strategy Communications has added two more clients to their roster, initiating the need to promote Kelli Herwehe to an Account Executive.

Kelli began her career with Strategy Communications as an intern in June 2007 and was quickly promoted to Account Coordinator in August 2007. Kelli continued to refine her skills and aid in the expansion in the agency, proving her an exceptional candidate for this position. Her responsibilities include assisting the principal, conducting public relations research, soliciting new business opportunities, pitching stories, writing press releases and coordinating media opportunities with media personnel.

Kelli graduated from California State University, San Marcos in May 2007 with her Bachelor of Arts in Communication with an emphasis in Mass Media. Kelli has always enjoyed working with the media. First beginning her career with CW5, she enjoys having the opportunity to continue to build media relationships.

“I am very excited to see the agency grow,” says Amy Lewis, Principal of Strategy Communications. “Kelli immediately impressed us, and she continues to wow us with her determination and innovative style of work. She has proved to be successful in any and all roles and is therefore, an asset to the team.”

Kelli is also very excited to be working with Strategy Communications. She looks forward to expanding the agency’s clientele and contributing to publicizing current clients. She is constantly learning new things at Strategy Communications and looks forward to a long and successful career in the public relations arena.

About Strategy Communications

Strategy Communications is a full service public relations, media and marketing agency that is committed to securing their clients the best and most possible coverage through the use of targeted and strategic public relations. Strategy Communications prides itself on possessing the ability to accomplish this, yet at the same time, value and nurture a personal and close relationship with their clients. Strategy Communications has provided clients with public relations representation since 2004. Strategy Communications office is located in La Mesa at 5480 Baltimore Drive, Suite 101, La Mesa, CA 91942. More information is available on the World Wide Web at www.scpublicrelations.com or by phone at 619-713-0622.

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