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SCOTTSDALE PR/AD AGENCY ADDS SIX CLIENTS TO ROSTER

Crosby/Wright Selected to Provide Strategic Public Relations and Marketing Services

Scottsdale, Ariz. (Jan. 18, 2010) – Crosby/Wright, a luxury-brand public relations and advertising agency, announced the expansion of its client roster with the addition of six new companies including Barneys New York, National Bank of Arizona, Pay Your Family First, Kitchell Custom Homes, Vallone Design and Regions Bistro.

The agency has been enlisted to create and execute local, regional and national campaigns to include public relations, advertising, social media and grassroots marketing services.

Barneys New York, the Manhattan-based specialty retailer known for creative advertising campaigns, original holiday themes, and philanthropic causes, opened its doors at Scottsdale Fashion Square in October. Recently celebrating its 25th anniversary, National Bank of Arizona is the state’s fourth-largest bank and provides banking services for small and mid-sized Arizona businesses. Pay Your Family First, founded by *New York Times* best-selling author Sharon Lechter, is an organization committed to improving financial literacy across America through innovative, fun and interactive educational programs and products. Kitchell Custom Homes specializes in building the finest quality custom homes and estate properties in an array of styles, from modern contemporary and traditional to mission style and beyond. Vallone Design is a leading, full-service interior design firm based in Scottsdale, specializing in classic and exquisite residential and commercial projects across the nation. With locations in Scottsdale and Tempe, Regions Bistro provides a refreshing take on American comfort food and features different regional menus each month.

“Crosby/Wright continues to see growth despite the challenging economic times because clients view our services as an important tool to help them expand their businesses,” said Valerie Crosby, president of Crosby/Wright. “Strategic public relations and marketing services provide our clients with a unique way to reach their audiences while simultaneously delivering a consistent return on investment.”

With more than 18 years in the public relations and advertising industry, Crosby/Wright is the leading full-service, luxury-brand agency in Arizona. Through expert strategic planning and implementation, Crosby/Wright has a proven track record in creating highly specialized campaigns, building solid brands, increasing awareness and ultimately driving business success.

About Crosby/Wright

Founded in 1991, Crosby/Wright is a full-service, integrated marketing agency that specializes in public relations and advertising on the local, regional and national level. Based in Scottsdale, Ariz., Crosby/Wright was recently ranked number one advertising agency in Arizona by *Ranking Arizona Magazine*. Remaining boutique-sized to better serve its clients, Crosby/Wright has built a reputation on strategic planning and message dissemination, innovative design and exceptional media placement that delivers valuable results to clients. For more information on Crosby/Wright, visit www.crosby-wright.com or call 480-367-1112.

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