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SCOTTSDALE PR/AD AGENCY EXPANDS ROSTER WITH FOUR NEW CLIENTS

Crosby/Wright Tapped to Represent International Designer Label, Regional Movie Theatre Company & More

Scottsdale, Ariz. (June 14, 2010) - Crosby/Wright, a luxury-brand public relations and advertising agency, announced the addition of four companies to its client roster including Ted Baker London, Galaxy Theatres, Blue Square Resolutions and Solar-Breeze.

Ted Baker London, the upscale British fashion brand, will open its first Arizona store July 1 at Scottsdale Fashion Square. Crosby/Wright will head up its public relations campaign and opening events. California-based Galaxy Theatres has also signed on with Crosby/Wright for public relations, branding and design services for its newest high-tech format. Founded in 1998, Galaxy Theatres develops and operates a portfolio of state-of-the-art movie theatres in markets around the western United States.

Blue Square Resolutions and Solar-Breeze, both headquartered in the Valley, have enlisted Crosby/Wright to create and execute strategic public relations campaigns. One of the most trusted names in the electronic payment industry, Blue Square Resolutions (BSR) is revolutionizing how merchants effectively process credit cards. Solar-Breeze is the world's first and only solar-powered robotic swimming pool cleaner that uses sunlight instead of electricity to effortlessly remove dirt, debris, pollens and even suntan oils from the pool's surface.

"Working with such interesting and imaginative brands as they look to expand both locally and nationally is a perfect fit for Crosby/Wright," said Valerie Crosby, president of Crosby/Wright. "Our continued success is based on our ability to generate results that consistently exceed our clients' expectations."

With more than 19 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 advertising and public relations on the local, regional and national level. Based in Scottsdale, Ariz., 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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