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CROSBY/WRIGHT ADDS SEASONED VETERANS TO TEAM

Local PR and Ad Agency Hires Two Experienced Professionals

SCOTTSDALE, ARIZ. (March 30, 2008) – Crosby/Wright, a leading public relations and advertising agency in Scottsdale, recently announced two new additions to its staff.

Amy Smith was hired on as a PR Account Executive and Thomas “TJ” DeGarmo will join the company as the Art Director for the creative department.

With extensive experience in the graphic design industry, DeGarmo has worked with notable companies including *944* magazine, Healthways, Dermacare Laser and Skincare Clinics and Sandström OnTV Company. Most recently at Sandström, DeGarmo created and oversaw the image, brand and corporate design concept for the national retail franchise company as well as assisted in designing the company’s packaging for its new product line.

At Crosby/Wright, DeGarmo will lead the agency’s skilled team of graphic designers in developing brand identity, and strategic marketing and advertising for its clients.

Smith brings strong marketing experience to the agency with past positions at The Art Institute of Phoenix and Tieken/Moret where she worked with high-profile clients in the golf industry such as Nike Golf Schools, the Tour Academy, Honours Golf and Kemper Sports.

Smith has also worked with the Arizona Commission for Postsecondary Education and the Susan G. Komen for the Cure organization as well as volunteered time with the Girl Scouts Arizona Cactus-Pine Council, Phoenix Film Festival and Phoenix Fashion Week.

At Crosby/Wright, Smith will manage public relations for multiple national and local client accounts.

About Crosby/Wright

Based in Scottsdale, Ariz., Crosby/Wright is a full-service integrated public relations and advertising agency with a focus on luxury brands. With more than 17 years in the industry, the agency brings clients the recognition they deserve. With expert strategic planning and implementation, Crosby/Wright has a proven track record in building strong brand awareness, increasing recognition and ultimately driving business success. For more information on Crosby/Wright, please visit www.crosby-wright.com or call 480-367-1112.

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