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**IN BRIEF**

[Sandstrom OnTV signs Crosby/Wright](#)

Author: Hamilton Nolan

SCOTTSDALE, AZ: Sandstrom OnTV Company, a new retail franchise outlet, has hired Crosby/Wright to handle PR surrounding the company's launch and its branding campaign. The company plans to expand nationally, and to run a national brand campaign to accompany that move.

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**Hamilton Nolan**  
New York reporter/media editor

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