

**FOR IMMEDIATE RELEASE**

For more information, contact:

Amy Keller.....akeller@crosby-wright.com, 480-367-1112

**SCOTTSDALE PR/AD AGENCY SELECTED BY FOUR HIGH PROFILE COMPANIES**

**SCOTTSDALE, Ariz. (April 28, 2007)** – Crosby/Wright, a leading luxury-brand full-service public relations and advertising agency, announced today the addition of four new clients to its roster.

UltraStar Cinemas, Desert Viking companies, Paradise Valley Skin Clinic, and El Paso Grill & Bar-B-Que have enlisted Crosby/Wright to manage its local and national marketing communications.

Crosby/Wright will implement strategic marketing campaigns for both California-based UltraStar Cinemas and Scottsdale-based El Paso Grill & Bar-B-Que as one expands into the state and one ventures out. With over 10 California locations, UltraStar Cinemas will debut in the Valley with its first location in the Surprise shopping center, Shoppes at Surprise Pointe, to open in May. El Paso Grill & Bar-B-Que will increase its presence in the Southwest by adding locations in New Mexico and California along with three new Arizona locations in 2008.

Desert Viking companies, a developer in the Phoenix Metro area, specializes in historic restoration and in-fill development. The developer has teamed up with Crosby/Wright to promote its most recent mixed-use development project, San Marcos Commons, a \$100 million, 15-acre development in the heart of historic downtown Chandler.

Additionally, Crosby/Wright will partner with nationally recognized Paradise Valley Skin Clinic to launch its new naturally-based skin care product line developed by notable board certified plastic surgeon, Daniel Shapiro, MD, FACS. Dr. Shapiro has worked in the plastic surgery industry for 15 years and developed his own product line after years of extensive research. The skin care line will be available exclusively at the Paradise Valley Skin Clinic.

**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](http://www.crosby-wright.com) or call 480-367-1112.

###