



FOR IMMEDIATE RELEASE

For more information, contact:

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

LEADING SCOTTSDALE BOUTIQUE PR AGENCY CHOSEN TO REPRESENT CALIFORNIA'S NATIONALLY RECOGNIZED LUXURY SHOPPING DISTRICT

Crosby/Wright among Team of Top Industry Leaders Selected to Rebrand The Shops On El Paseo In Palm Desert, California

Scottsdale, Ariz. (Jan. 12, 2009) – Crosby/Wright, a Scottsdale-based luxury-brand public relations and advertising agency, today announced the expansion of its client roster with the addition of The Shops On El Paseo, the exclusive luxury boutiques on California's historic, high-end fashion boulevard.

Crosby/Wright has been selected by the Los Angeles-based developer of The Shops On El Paseo, Churchill Management Group, to be part of a three company dream team of industry leaders in a comprehensive effort to reposition the nationally recognized luxury shopping destination. Assisting with promotion of the rebranded, ultra-luxe shopping district, Crosby/Wright will initiate a local, regional and national public relations campaign to include client-tailored public relations services. Crosby/Wright will partner with California-based firms, Retail Portfolio Solutions and The Voyager Group, who are currently executing the merchandising and brand positioning of the shopping district.

The Shops On El Paseo is part of the historic shopping district along El Paseo in Palm Desert, which has been a landmark of the Coachella Valley for over 20 years. The scenic palm-tree lined boulevard features a unique mix of the most-sought after designers, fashion, art galleries and fine dining for both classic and contemporary style-seekers alike. The Shops On El Paseo is home to the district of exclusive collectable luxury brands including the newly opened Burberry, Bottega Veneta, Vilebrequin and the 4,500 square-foot Gucci; which features the brand new flagship prototype. Complete with the ultimate in first-class service, The Shops On El Paseo offers a high-end shopping experience which attracts affluent permanent residents and luxury-brand-minded visitors from across the country.

"Crosby/Wright is excited to have the opportunity to extend our specialty services to regionally located clients and to work with other industry leaders to further elevate the rebranding of The Shops On El Paseo." said Valerie Crosby, president of Crosby/Wright.

With more than 17 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 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.

About The Shops on El Paseo

Located in the heart of Palm Desert, The Shops on El Paseo is a world-class luxury shopping destination that offers a unique collection of high-end designers, fashion, art galleries, sidewalk cafés and fine dining on the famous El Paseo. Considered the crown jewel of the desert, The Shops on El Paseo stretches the scenic tree-lined boulevard that has served as a

landmark in the Coachella Valley for over 20 years. Home to such luxury brands as Burberry, Bottega Veneta, Gucci, St. John and Ralph Lauren, The Shops on El Paseo retail and dining offerings also includes BCBGMAXAZRIA, Chico's Cos Bar, Leggiadro, Optical Shop of Aspen, Soma Intimates, Vilebrequin, California Pizza Kitchen and Daily Grill. Visitors enjoy complimentary valet parking and courtesy cart transportation services for the ultimate in first-class service. For additional information, visit www.elpaseo.com and for leasing opportunities contact Hanna Struever, Retail Portfolio Solutions at (949) 715-9032.

###