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**LEADING SCOTTSDALE BOUTIQUE PR/AD AGENCY ADDS 5 BUSINESSES TO
HIGHLY REGARDED CLIENT ROSTER**

Crosby/Wright to Execute Tailored, Results Driven Local and National Marketing Campaigns

Scottsdale, Ariz. (Nov. 5, 2008) – Crosby/Wright, a Scottsdale-based luxury-brand public relations and advertising agency, today announced the expansion of its client roster with the addition of five new companies including W Scottsdale Hotel & Residences, Triyar Companies, Honest-1 Auto Care, Lendability.com and The Cove Trattoria.

The agency has been enlisted by the respective companies to initiate local, regional and national marketing campaigns to include public relations, advertising, interactive and grassroots marketing services.

A first for Arizona, the recent opening of the W Scottsdale Hotel & Residences introduces the Valley to the fastest growing luxury hotel brand in the world with a 224-room hotel and 18 penthouse residences; Triyar Companies, a national development company, has a comprehensive and diversified portfolio of hotels, high-rise commercial and residential real estate, industrial business centers, retail centers and single-family development projects with a strong concentration of properties in New York, Texas, California and Arizona; Honest-1 Auto Care, the only national auto repair and maintenance franchise chain that is 100 percent ESA Certified eco-friendly, has 19 locations nationwide and has projections to double its locations within the next year; Lendability.com is a new full-service, online discount mortgage company offering a wide variety of progressive mortgage products designed to provide quality, low rate home loan options; The Cove Trattoria is a classic Italian bistro where the family owners bring their Italian roots and East Coast culinary inspiration to each dish, creating a celebration of Old World tastes set within an intimate ambiance.

“Our agency is seeing a tremendous amount of growth right now, especially clients seeking national exposure, which is somewhat atypical considering the current economic environment,” said Valerie Crosby, president of Crosby/Wright. “Many of our clients are looking to marketing, PR and advertising as ways to set themselves apart from the competition, grow their businesses in challenging times and reach their audiences in unique ways. It has been important for our company to create strategic, cost-effective marketing tools that focus on proven results and ROI.”

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.

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