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New Avenue Marketing Names Vice President, Client Services

West Hollywood, CA – April 16, 2008 – Emily R. Garcia has been appointed the vice president, client services for New Avenue Marketing. In this leadership role, she will manage all aspects of New Avenue's client services, account management and day-to-day operations including creative development, new business development and staff services. The appointment was announced by New Avenue founder and president, Joe Keenan and is effective immediately.

"Garcia is an asset to New Avenue. She brings more than ten years of marketing, public relations and event planning experience," Keenan said. "In addition, her active ties to the events industry and business community represents New Avenue's own commitment to our *Face Forward* marketing approach – connecting consumers to brands face-to-face."

Keenan and Garcia met in 2001 while working on business initiatives together at Momentum Worldwide. In 2004, Keenan veered in another direction and started New Avenue Marketing. Garcia later offered New Avenue strategic counsel as a consultant and now plans to help drive the company forward into its next phase of growth.

"For almost five years, New Avenue Marketing has been an integral player in the events industry. There is a strong momentum within the organization and I'm continuously impressed by their business strategy," said Garcia. "I am eager to begin a leadership role with the internal team, clients and staff at New Avenue to continue to grow our client's brands."

Garcia previously was an account supervisor at City of Hope and the director of public relations at Pepperdine University's Graziadio School of Business & Management. She

also worked at leading industry agencies such as WeberShandwick and Momentum Worldwide, IPG Companies. Former clients for Garcia include Lowe's Home Improvement, Nike, Inc., General Mills, TiVo, Sprint, Motorola, and Hewlett-Packard. Garcia earned an MBA from Pepperdine University's Graziadio School of Business & Management.

About New Avenue Marketing

New Avenue Marketing is a full-service agency specializing in *Face Forward* marketing. Based in West Hollywood and founded in 2004, New Avenue Marketing was recently named to the IT List, Event Marketer Magazine's top 100 agencies. Clients include Nike, Inc., Time Warner Cable and ICF International. For more information, please visit: www.NewAvenueMarketing.com.