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FOR IMMEDIATE RELEASE

Tucson Advertising Federation Names The Caliber Group Partners Advertising Professionals of the Year

TUCSON, Ariz. (February 21, 2009) – The Tucson Advertising Federation has named Linda Welter Cohen and Kerry Stratford of The Caliber Group, a brand marketing and public relations firm, as Advertising Professionals of the Year at the 28th Annual ADDY Awards Feb. 21 at the Hilton El Conquistador Resort in Oro Valley.

The pair was recognized for their leadership, demonstrated excellence and reputations in the professional community.

As the Owner and CEO, Cohen is responsible for the firm's strategic planning, new business development, operations, brand marketing and public relations services to ensure Caliber's continued growth and profitability.

She has been in the marketing and public relations business in Arizona for more than 20 years. She began her career in financial services marketing before founding The Caliber Group in 1997. Since then, Cohen has provided brand marketing and public relations strategy to launch, expand or reposition many successful companies, including Diamond Ventures, Commerce Bank of Arizona, Long Realty Companies, Northwest Medical Center and the Tucson Association of REALTORS®.

Cohen's role is to ensure the company provides the best solutions to Caliber's clients' marketing and public relations challenges. This includes providing strategic consultation to clients, directing and inspiring team members and consultants, and executing the appropriate, integrated mix of marketing and public relations services to achieve successful outcomes.

A native Tucsonan, Stratford has been directing and providing innovative design and brand strategy consultation for more than 20 years to some of region's most respected organizations, such as Carondelet Health Network, City of Tucson, Northwest Medical Center, Long Realty, University of Arizona and SunTran.

As the Chief Creative Officer and COO, she is responsible for business development, operations and directing the firm's brand creative strategy, process and teams necessary to build brand awareness, preference and loyalty. Stratford has a talent for inspiring designers to deliver projects that are creative and effective.

Prior to merging her business with Caliber in 2007, Stratford was a partner with one of the region's most successful brand and web design firms. She also is an award-winning designer who has been listed in Who's Who in Graphic Design USA, and her work has been featured in many national design publications and numerous books in the United States and abroad.

ABOUT THE CALIBER GROUP

Founded in 1997, The Caliber Group, Inc. is a brand marketing and public relations firm specializing in building and maintaining successful brands, relationships and reputations. For more information, call (520) 795-4500, or visit www.calibergroup.com.