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FOR IMMEDIATE RELEASE

## Caliber Promotes Hsiao to Media Director

**TUCSON, Ariz. (October 15, 2007)** – The Caliber Group, a brand marketing and public relations firm based in Tucson, has promoted Nicole Hsiao to media director.

In her position, Hsiao is responsible for planning and purchasing media space and time, researching media, marketing and consumer behavior trends, and consulting with clients on how best to educate or influence their target audiences through print, television, radio and online media.

“With more than 15 years of experience planning and buying media space and time, Nicole is a master at her job,” said Linda Welter Cohen, Caliber chief executive officer. “Our clients know from experience that Nicole truly is one of the best in the profession.”

Prior to joining Caliber five years ago, she served as the senior media buyer for Phoenix-based Results Media, where she negotiated advertising rates for clients in Los Angeles, Dallas, Tampa and New York City. Hsiao began her career in Tucson and purchased media for some of the area’s most notable clients including Tucson Electric Power Company, Tucson Medical Center, Westward Look Resort and Casino of the Sun.

Hsiao received her bachelor’s degree in journalism from the University of Oklahoma.

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### ABOUT THE CALIBER GROUP

Founded in 1997, The Caliber Group, Inc. is a strategic 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](http://www.calibergroup.com).

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