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FOR IMMEDIATE RELEASE

Caliber Hires Marketing Veteran Dana Robbins-Murray

TUCSON, Ariz. (Dec. 15, 2008) - The Caliber Group, a brand marketing and public relations firm based in Tucson, has hired Dana Robbins-Murray as a marketing account director. In her new role, Murray will manage brand marketing, advertising and direct marketing campaigns for clients at The Caliber Group.

She brings 17 years of experience in marketing to The Caliber Group, the last 13 of which she spent as Director of Marketing for Bookmans in Tucson. Murray also has worked in marketing for American Express, Westin Hotels and American Consulting Corp.

“Dana is an entrepreneurial marketing executive with a diverse background in retail and financial services marketing,” said Linda Welter Cohen. “She has a proven track record and is a great addition to our full-service brand marketing and public relations firm.”

Murray holds a bachelor’s degree in Business Finance from San Diego State University. She is a member of the Tucson Advertising Federation and has received several local and regional Addy Awards.

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.

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