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FOR IMMEDIATE RELEASE

The Caliber Group Names Elizabeth Tanori as Account Coordinator
Tucson-based Marketing and PR Firm Promotes Top UA Eller College Intern

TUCSON, Ariz. (Oct. 28, 2010) – The Caliber Group, a brand marketing, public relations and interactive firm, announced today that Elizabeth Tanori has been promoted to account coordinator. Previously serving as an intern, she will assist the Caliber account executives with project and campaign management.

“Liz’s passion, combined with her leadership experience in marketing management and graphic design with the University of Arizona’s AdCats, brings more depth to our team so that we may provide our clients with amazing service,” said Linda Welter Cohen, chief executive officer of the Caliber Group.

While a student at the University of Arizona in Tucson, Tanori was an active member of the American Advertising Federation, UA Chapter. She also served on the National Student Advertising Competition team for two years and was the team’s agency director during her senior year. She also assisted the university’s Marketing Department faculty and staff in developing the university’s first and only student-run advertising team, the AdCats.

A native Tucsonan, Tanori received bachelor’s degrees in Business Administration and Visual Communications from the University of Arizona.

ABOUT THE CALIBER GROUP

Founded in 1997, The Caliber Group Inc. is a brand marketing, public relations and interaction 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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