

1520 Penton Media Building
1300 East Ninth St.
Cleveland, OH 44114
216.621.5133 • fax 216.621.1181
www.mckinneyad.com

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Contact: Judy Cerne 216/621-5133

Laura Fredrick Promoted to Senior Account Manager/Creative Services

CLEVELAND (June 19, 2007) – McKinney Advertising & Public Relations has promoted Laura Fredrick to Senior Account Manager/Creative Services. In her new position Ms. Fredrick will be a team leader in the development, creation and execution of strategic marketing communications and public relations programs for several of McKinney’s key clients.

In announcing the promotion, Judy Cerne, McKinney’s President and CEO commented, “McKinney is fortunate to have someone with Laura’s capabilities on our team. Because she is multi-talented, she brings enormous added value to a clients’ communications program from strategic marketing to public relations to brand management.”

With a BS in Advertising and minor in Design from the College of Communication and Information at Kent State University, Ms. Fredrick is able to visualize creative projects from both, the writing and design perspectives ensuring every program is successful in positioning a brand and its brand value.

In addition, her solid relationships with both local and national print and electronic media enable her to position clients as resources for key media.

Laura is a resident of Lake County, currently residing in Mentor, Ohio.

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Founded in 1936, McKinney Advertising & Public Relation is widely recognized as the country's first business-to-business agency. As a full-service agency, McKinney provides all aspects of advertising, public relations and integrated marketing communications and brand management for business-to-business, consumer-retail, advanced technology, healthcare / medical industries, and the non-profit sector.

McKinney is a member in good standing of the American Advertising Federation - Cleveland, the Public Relations Society of America, Association of Fundraising Professionals, and the Lake Communicators. In addition, McKinney is an equity member of CONFRAD International, a consortium of more than 50 advertising agencies throughout the world.

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