

PRESS RELEASE

FOR IMMEDIATE RELEASE

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ARMANASCO PUBLIC RELATIONS, INC. CONTINUES TO GROW & EMPOWER TALENT

Krista Nilsen of Santa Cruz and Katie Mason of Monterey Join Central Coast's Leading PR Firm

MONTEREY, Calif. – September 12, 2007 – Krista Nilsen and Katie Mason, two dynamic young professionals, recently joined Armanasco Public Relations, Inc. (APR). Having a wide variety of experience in communications, marketing and public relations, Nilsen and Mason are a welcome addition to APR's dynamic team of professionals.

Account executive and Santa Cruz native, Krista Nilsen received her Bachelors of Science in Public Relations with an emphasis in Spanish from San Jose State University. Prior to coming to APR Nilsen served as the marketing coordinator for Whole Foods Market in Los Altos, California, and prior to that as the public relations coordinator at Paramount's Great America in Santa Clara. Nilsen is fluent in Spanish, having spent time living in Spain.

Responsible for a range of tasks including maintaining client databases, providing research support to account executives and helping to support various client focused programs, Katie Mason is APR's newest account assistant. With a Bachelors of Arts degree from the University of Oregon in Journalism with a focus in public relations, Mason was an active member of the Public Relations Student Society of America during college. Prior to joining APR, Mason served as an intern at Allison and Partners Public Relations in San Francisco, California, as well as at Fusion Public Relations in New York.

Established in 1985 by David Armanasco, APR is an associate of Hill & Knowlton, Inc., one of the world's leading public relations firms. APR has grown to become the largest privately owned public relations firm on California's Central Coast, with offices in downtown Monterey and oldtown Salinas. APR's client roster cuts across a variety of industries, including agriculture, foodservice, education, hospitality, real estate development and utilities. Services include: public affairs, community relations, strategic planning, marketing communications and crisis management.

To learn more about Armanasco Public Relations, Inc. visit www.armanasco.com or call 831.372.2259.

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