



PRESS RELEASE

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FORMER SANTA CRUZ SENTINEL EDITOR JOINS ARMANASCO PUBLIC RELATIONS

Award-Winning Editor, Tom Honig to Serve as Senior Account Executive at Central Coast's Leading PR Firm

MONTEREY, Calif. – November 29, 2007 – David Armanasco, president and Elizabeth Diaz, general manager of Armanasco Public Relations, Inc. (APR) announced today, that former *Santa Cruz Sentinel* editor, Tom Honig will be joining the firm as a senior account executive. Mr. Honig will primarily be focusing on public affairs and media strategies in the representation of APR's local, regional and national clients.

"We are absolutely thrilled to be bringing on such a great talent and seasoned veteran," stated David Armanasco. "2008 is going to be a terrific and productive year for our company, and having Tom as a member of our professional team is quite exciting."

Mr. Honig served as editor and chief spokesperson for the *Santa Cruz Sentinel* for 15 years and brings a wealth of knowledge about the newspaper industry, as well as Santa Cruz County and its neighboring communities. He is an active community member, currently serving on a variety of boards, including the National Steinbeck Center and the Santa Cruz Museum of Art and History. Mr. Honig also volunteers his time to the Panetta Institute for Public Policy and is a past board president of the United Way of Santa Cruz County.

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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