



PRESS RELEASE

FOR IMMEDIATE RELEASE

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ARMANASCO PUBLIC RELATIONS ANNOUNCES PROMOTIONS

Betsy Wallace Jeffers and Kristina Chavez Wyatt to serve as Senior Account Executives for the Central Coast's Leading PR Firm

MONTEREY, Calif. – February 6, 2008 – Betsy Wallace Jeffers and Kristina Chavez Wyatt have been promoted to Senior Account Executives at Armanasco Public Relations, Inc. (APR) by agency President, David Armanasco and Vice President, Elizabeth Diaz. As Senior Account Executives, Wallace Jeffers specializes in the practice areas of marketing and public relations, and Wyatt specializes in public affairs and community relations.

"The knowledge and expertise in the specialized practice areas that Betsy and Kristina bring to our firm are of great support to our account teams and allow us to provide a superior level of service to our clients," states David Armanasco.

Betsy Wallace Jeffers joined APR in 2005 after working for more than a decade as a communications professional in the San Francisco Bay Area. She holds a Bachelor of Arts in communication from Stanford University and a Master of Fine Arts in creative writing from San Francisco State University. Wallace Jeffers serves on the board of directors of the Carl Cherry Center for the Arts in Carmel and volunteers as the organization's marketing and PR chairperson.

Kristina Chavez Wyatt holds a Bachelor of Science degree from Cal Poly, San Luis Obispo and associate's degrees in biological science and liberal studies from Gavilan College, Gilroy. Prior to joining APR in 2004, she served as the marketing and development director for the Zoological Society of San Luis Obispo County supporting the Charles Paddock Zoo, Atascadero, CA. Chavez Wyatt serves as the Governmental Affairs Chairman for the Central Coast Young Farmers and Ranchers and chairman of the Gilroy Chamber of Commerce Governmental Relations Committee. She is an active member of Rotary Club of Salinas, and volunteers in support of the Hartnell College Foundation and Salinas Community YMCA.

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About Armanasco Public Relations, Inc.

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.