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FOR IMMEDIATE RELEASE

AVALA ANNOUNCES ADDITION OF WEST COAST AND ROCKY MOUNTAIN ACCOUNT EXECUTIVE

St. Louis, Mo. – March 22, 2010 – Due to new growth in key markets, AVALA is pleased to announce the addition of Craig Dixon as the West Coast and Rocky Mountain area account executive.

According to Steve Pizzolato, AVALA President, “Our business continues to focus on the recreation industry, specifically outdoor recreation, in the areas of database marketing, interactive services and data driven Content Targeted Messaging and Media (CTMs). Craig Dixon was added to our team because he has a unique combination of personal and professional skills – he is an avid recreation enthusiast plus he understands how to create and deliver recreational marketing content utilizing multiple electronic, interactive and print mediums.”

For nearly ten years Craig worked at Brunswick Corporation. His most recent position was Regional Marketing Director responsible for brand marketing strategies, web platforms, CRM programs, marketing materials and the international strategy for four brands. Previously he was with Washington Chair Company for seven years where he utilized sales, marketing and management skills to conceptualize, launch, operate and sell four specialty wood products. He also developed and integrated supply chain and sales systems to accommodate customer business models.

When he is not working, Craig lives the life of a true outdoor recreation enthusiast. With over 30 years of climbing experience, he is currently working on a 3 year project to climb Washington’s 100 highest summits ranging from Mt. Rainier at 14,410 ft. to the lowest Apex Mountain at 8,297 ft. Craig is also an avid fly fisherman and regularly visits some of the country’s most beautiful locales.

About AVALA: *Established in 1997, The AVALA Marketing Group is a full service marketing agency that specializes in research and analysis, creative services, interactive strategies, database marketing, channel enrichment and customer satisfaction measurement. For more information visit: www.avalamarketing.com.*

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