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FOR IMMEDIATE RELEASE

AVALA OPENS REGIONAL OFFICE IN CHICAGO

St. Louis, MO. – October 26, 2009 – AVALA has expanded operations by opening a regional office in Chicago. The strategic location and addition of Steve Morrissey, Senior Account Executive, whose extensive marketing knowledge will allow AVALA to better serve our client-base and prospective new clients.

A veteran sales and marketing professional, Steve began his career with Hyatt Hotels and Resorts. After helping to launch Hyatt's resort expansion at Hilton Head Island, SC, Steve joined ITAGroup. In his ten years at ITAGroup, Steve helped grow their Chicago office through major marketing projects with GE Capital, Lincoln Financial and Wickes Lumber.

In 1997, Steve established the Chicago office for Cypress Incentives, a \$90 million company based in Kansas City. Key to the Cypress model was the outsourcing of client deliverables and Cypress called on AVALA Marketing for database administration, web technology and creative communications to support a \$2 million distributor incentive for the Square D Company.

In 2006, Morrissey launched The Motivation Shop, selling and managing channel-marketing and incentive strategies for clients like International Truck, HSBC, GMAC Mortgage, Castrol and McKesson Health.

With experience in managing sophisticated business-critical sales and marketing projects for global clients, Steve brings a range of insights to help AVALA's growth strategy and add to its core strengths in supporting premium and lifestyle products in the sizeable Chicago marketplace.

Steve is an avid triathlete. He and his wife Laura have one daughter and they live in Barrington, Illinois.

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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