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FOR IMMEDIATE RELEASE

Caliber Promotes Brace to Public Relations Manager

TUCSON, Ariz. (July 1, 2008) – The Caliber Group, a brand marketing and public relations firm based in Tucson, has promoted Sam Brace to public relations account manager. In his new position, Brace will be responsible for planning and implementing publicity, media relations, news writing, special events and public relations campaigns.

“Sam has done an outstanding job meeting our client’s PR objectives. He shares our vision for superior customer service, and we are excited that he is a member of our team,” said Linda Welter Cohen, chief executive officer at The Caliber Group.

Brace brings several years of special event management, news writing and sales experience to the firm. Prior to joining Caliber, Brace provided large-scale programming for the Residence Life departments at the University of Arizona and the University of Alaska Fairbanks. He also worked for Wick Communications as an account executive, providing support to the sales team of *Tucson Weekly* and *Inside Tucson Business*.

Brace is a member of the Public Relations Society of America, Society of Professional Journalists and the Urban Land Institute Young Leaders. He received his bachelor’s degree in journalism from the University of Arizona.

ABOUT THE CALIBER GROUP

Founded in 1997, The Caliber Group, Inc. is a strategic marketing and public relations firm specializing in building and maintaining successful brands, relationships and reputations. For more information, call (520) 795-4500, or visit www.calibergroup.com.

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