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FOR IMMEDIATE RELEASE

Caliber Hires Web Veteran Maria DelVecchio

TUCSON, Ariz. (May 19, 2008) - The Caliber Group, a brand marketing and public relations firm based in Tucson, has hired Maria DelVecchio as Interactive Department Manager, responsible for planning and implementing online advertising, websites and interactive campaigns.

DelVecchio brings more than 22 years of graphic design and creative direction experience to the Caliber Group, working with clients in healthcare, financial services, development and construction, tourism and resorts and spas.

Before joining Caliber, she worked as the creative director for LP&G, where she oversaw a team of copywriters and designers to create multi-media campaigns and websites. DelVecchio also has held positions with America West Airlines and the Kottler Caldera Group in Phoenix, Ariz.

"We are excited that Maria will be taking our interactive department to the next level," said Kerry Stratford, Caliber COO and chief creative officer. "Her in-depth, award-winning experience will help Caliber's clients achieve their most challenging online marketing objectives."

DelVecchio graduated from the University of Arizona with a bachelor's degree in fine art. She is a member of the American Advertising Federation-Tucson, and has been awarded multiple ADDY awards for her creative design work.

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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