

FOR IMMEDIATE RELEASE
June 20, 2007

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GRIFFIN YORK & KRAUSE BOLSTERS ACCOUNT TEAM, APPOINTS CHIEF OPERATING OFFICER

Agency Hires Two, Adds Executive Position

MANCHESTER, NH – Griffin York & Krause (GY&K), a leading full-service, mid-sized, independent advertising and strategic communications firm, today announced the addition of two new employees, Sara Adams as Senior Account Manager and Michael Giovinelli as Account Coordinator, and the appointment of Cindy Whitehouse to Chief Operating Officer in conjunction with her role as Chief Financial Officer. The moves are a strategic opportunity for the agency to augment the skill sets of their current staff of over 50 people and strengthen management structure.

The appointment of Whitehouse to COO in addition to her role as CFO reflects her established position of leadership in the company. Since joining the agency six years ago, she has been committed to the financial and operational success of the agency. Whitehouse is a 15 year veteran of the agency industry having worked with Weber (Now Weber Shandwick, an Interpublic Group company), Feinstein-Kean Partners (an Ogilvy company) and Hill & Knowlton (a WPP Group company) all of Boston. Along with her financial leadership as CFO, as COO she will be responsible for all internal and external agency processes.

“Cindy has been a crucial member of our executive team since she joined the company six years ago,” said Patrick Griffin, Chairman and CEO. “Her new title now accurately reflects her position at the helm of agency operations as we continue to grow at a remarkable rate.”

Reinforcing the account team with the addition of Adams and Giovinelli reflects the agency’s commitment to customer service and quality. Adams, a resident of Concord, has been appointed Senior Account Manager, responsible for managing client relationships and directing the team. With over seven years in the industry, she brings a depth of marketing and brand management experience having worked with companies like Segway and GN Netcom as an assistant brand manager and channel programs manager respectively.

Continuing a tradition of seeking out highly qualified and motivated young talent, GY&K hired Giovinelli first as an intern in early 2006. A resident of Nashua, he recently graduated the University of New Hampshire with a Bachelor of Science degree in Business Administration with a concentration in Marketing. Upon graduation, he was presented the prestigious University Honors Program Presidential Scholar award.

“We are thrilled to expand our account team to include Sara and Mike,” said Sophia Cigliano, Senior Vice President, Client Services and Account Planning. “Our commitment to superior client relationships is reflected in the quality of people we continue to attract to Griffin York & Krause.”

Over the past 24 months, GY&K has increased billings by more than 50% and added 24 to its employee roster to bolster the company's interactive, advertising and PR offerings.

About Griffin York & Krause

Headquartered in Manchester, NH, GY&K is an elite advertising and strategic communications agency selling products and services that help companies market and sell to their customers and prospects globally. GY&K has been at the forefront of creativity and strategic thinking for nearly 30 years. Clients benefit from a wide range of integrated and complimentary services including: advertising, design, interactive, public, corporate and media relations, public policy and political consulting, marketing strategy and planning. The current roster of clients includes Centex Destination Properties (developers of South Peak Resort at Loon Mountain), Tyco Telecommunications, the Manchester Monarchs Hockey Club, the New Hampshire Lottery, the New Hampshire Liquor Commission, Catholic Medical Center, and Globe Manufacturing.

GY&K employs over 50 people at its historic 121 River Front Drive location in Manchester. For additional information, please contact Kristin Beltramini at (603) 625-5713, x 229 or by email at kbeltramini@griffinyorkkrause.com.

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