

**For Immediate Release**

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ddonohue@griffinyorkkrause.com**Griffin York & Krause Withdraws from State Liquor Commission Bidders Review**

**Manchester, NH** – Griffin York & Krause (GY&K), New Hampshire's largest full service advertising, public relations, and integrated strategic communications firm has withdrawn its bid to retain the New Hampshire State Liquor Commission advertising contract.

GY&K participated in the regularly scheduled review which began with written responses to the Liquor Commission's RFP issued in December. As of Monday, March 17, the Commission had yet to announce the successful bidders.

"It's been eight weeks since the RFP responses were submitted and during this period, GY&K has taken the opportunity to assess what we believe is the best course of action for our agency and the Commission," said Anders Ekman, GY&K CEO. "Since submitting our proposal to the State, our company has added a significant number of clients and staff, and we have a number of opportunities which we must move on immediately, in terms of staffing and resource allocation."

Ekman indicated that Senior GY&K executives have been concerned that given considerable first quarter growth and client opportunities the firm is currently engaged in, that it might not be able to meet the required staffing and pricing levels it indicated in its proposal to the state.

"We have been extremely fortunate to have begun 2008 with substantial growth and have decided to move forward with a number of other client opportunities which could conflict with our ability to service the Commission as we believe is necessary," added Ekman.

GY&K has handled the state's Liquor advertising contract since 1991.

"Seventeen years is a pretty good run," continued Ekman. "We are proud of the work we have done with the Liquor Commission. Our partnership has helped increase the state's liquor revenue, and we are grateful for the opportunity to have worked with such a capable group of people. The marketing staff in particular has been a joy to work with, and I know they will continue to provide exceptional counsel and service to the Commission."

In an e-mail sent Monday, March 17 to Liquor Chief Marketing Officer John Bunnell, Ekman indicated GY&K's intention to withdraw from contract consideration.

Ekman indicated that GY&K fully intends to meet the terms and conditions of its current contract with the Commission which expires at the end of the State's fiscal year on June 30.