

**Cronin and Company, LLC.**

50 Nye Road  
Glastonbury, CT 06033.1296  
860.659.0514 fax 860.659.3455  
[www.cronin-co.com](http://www.cronin-co.com)



**PRESS CONTACTS:**

Kate Anderson  
kanderson@cronin-co.com  
Tom Bradley  
tbradley@cronin-co.com  
Cronin and Company, LLC.  
(860) 659-0514

**PEOPLE IN THE NEWS FROM CRONIN AND COMPANY**

***Agency Promotes Four Employees***

**GLASTONBURY, CONN./June 2, 2008** – Cronin and Company, LLC., a full-service marketing communications agency, has promoted four staff members.

**Amanda Backer of Colchester, Conn.**, has been promoted from assistant account executive to account executive. She handles the day-to-day client management for clients such as Twinings Tea, Liberty Bank and Northeast Utilities. Prior to Cronin, Backer managed client projects and led new business efforts for Akins Marketing and Design of New London, Conn. Backer started out at Cronin as a broadcast production intern in 2003 and was hired full-time in 2006. She graduated from the University of Hartford, where she was a member of the National Communication Honor Society, with a degree in Communications and Advertising. She continues to report to Leslie Stedman, vice president, director of client services.

**Daniel Gallo of New Britain, Conn.**, advanced from network administrator to director of information technology. Gallo is responsible for network design and the direction and management of the agency's technology infrastructure. He maintains Cronin's network, servers and desktop computers. Gallo, who started at Cronin in February of 2007, earned his bachelor's degree in Industrial Technology from Central Connecticut State University. He reports to Steve Wolfberg, partner/president and chief creative officer.

~more~

**David Givens of South Windsor, Conn.**, has been promoted to senior project manager from project manager in Cronin's interactive group. Givens works with many agency clients, including CVS Caremark, Alouette Cheese, Mass Mutual, Sectra and the Breast Cancer Resource Guide of Massachusetts. He started as a freelance developer for Cronin in 2003 and was hired full-time in 2006. Prior to Cronin, he was a freelance developer and the owner of Sourdust Web Works. Givens graduated from St. John's College, where he was a member of the Great Books Program, majoring in Philosophy and Mathematics and minoring in Languages. He reports to Dan Weingrod, senior vice president, interactive.

**Sarah Melnitsky of West Hartford, Conn.**, has been promoted from account executive to senior account executive, public relations. Melnitsky continues to work on the Connecticut Department of Environmental Protection, McDonald's and Ronald McDonald House Charities accounts, serving as a client and press contact, writing print and web copy, and managing special events and promotions. She previously held an account manager position at Keiler and Company in Farmington. Melnitsky, who has been with Cronin since March of 2006, received a bachelor's degree in American Studies from Trinity College in Hartford. She reports to AnnMarie Kemp, vice president, director of public relations.

Founded in 1947, Cronin and Company, LLC. is a full-service marketing communications agency with more than \$70 million in capitalized billings. The agency's integrated marketing communications capabilities include advertising, public relations, direct marketing, interactive, strategic planning, media, print and broadcast production, and market research. Cronin is a member of the American Association of Advertising Agencies and the Direct Marketing Association. Learn more about Cronin and Company online at [www.cronin-co.com](http://www.cronin-co.com).

###