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PEOPLE IN THE NEWS FROM CRONIN AND COMPANY
Agency Welcomes Two New Employees and Promotes Two

GLASTONBURY, CONN./January 27, 2009 Cronin and Company, LLC., a full-service marketing communications agency, has hired two staff members and promoted two.

Phil Decoteau of West Hartford, Conn., has been promoted from project coordinator to assistant project manager/search analyst with in the interactive department. Decoteau is responsible for managing digital projects, search campaigns and reporting digital results to clients. He holds a bachelor's degree in communications sciences from the University of Connecticut. Decoteau reports to Dan Weingrod, senior vice president, managing director, interactive.

Margie Mechanic of East Hampton, Conn., joins Cronin's accounting team as senior accountant. Mechanic manages various aspects of the agency's accounting department. Prior to Cronin, she was a controller at Bell Food Services, Inc. Mechanic holds a master's of business administration in accounting and finance from Keller Graduate School. She reports to Jeff Mullaly, chief financial officer. Mechanic lives in East Hampton with her husband and two daughters.

Robert Kalajian, Jr. of Torrington , Conn., has joined the agency's interactive department as a web designer. His primary responsibilities at Cronin include web development and Linux server management for Benihana, Connecticut Light and Power and Twinning's Tea. Before coming to Cronin, Kalajian worked for Search Marketing Solutions, LLC. He graduated from Rochester Institute of Technology with a degree in information technology. Kalajian lives in Torrington with his wife and two children. He reports to Dan Weingrod, senior vice president, managing director, interactive.

Nick Koutsopoulos of Manchester, Conn, has been promoted from assistant media planner/buyer to media planner/buyer. Koutsopoulos' responsibilities include planning, and buying television, print, online, radio and outdoor media, media ordering, research and billing for clients such as Liberty Bank, Amica and Northeast Utilities. Specializing in marketing and television, his experience includes marketing, events and sales work at Fox 61 WTIC-TV. Koutsopoulos graduated from Eastern Connecticut State University with a major in communications and is a member of the American Marketing Association and the Ad Club of Connecticut. He lives in Manchester with his wife. Koutsopoulos reports to Gary Capreol, vice president, executive director of media.

Founded in 1947, Cronin and Company, LLC is a full-service marketing communications agency with over \$80 million in capitalized billings. The agency's integrated marketing communications capabilities include: advertising, public relations, database/direct marketing, interactive, strategic planning, media, print and broadcast production, research and investor relations. Cronin is a member of the American Association of Advertising Agencies, Public Relations Society of America and Direct Marketing Association. Additional information about Cronin is available online at www.cronin-co.com.

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