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PEOPLE IN THE NEWS FROM CRONIN AND COMPANY

Agency Promotes Two

GLASTONBURY, CONN./January 31, 2011 – Cronin and Company, LLC., a full-service marketing communications agency, has promoted two staff.

Tracy Klimkoski of New Britain, Conn., has been promoted from media supervisor to media and analytics supervisor. Klimkoski is responsible for media planning, buying and analytics for clients such as Amica Insurance, Konica-Minolta, Middlesex Hospital, Humana and new business. A member of the Cronin team since 2003, Klimkoski plays a major role in developing Cronin's online media planning and buying capabilities. She holds a bachelor's degree in marketing from the University of Connecticut. Klimkoski reports to Gary Capreol, senior vice president, director of media and analytics.

Nick Koutsopoulos of Manchester, Conn., has been promoted from media planner/buyer to senior 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 Insurance, Cambridge Savings Bank and the Department of Public Health's "Tobacco. It's A Waste." Campaign. His experiences include 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 reports to Gary Capreol, senior vice president, director of media and analytics.

Founded in 1947, Cronin and Company, LLC is a full-service marketing communications agency with over \$70 million in capitalized billings. The agency's integrated marketing communications capabilities include: advertising, interactive, public relations, social media, strategic planning, media and analytics, print and broadcast production, database/direct marketing and research. Cronin is a member of the American Association of Advertising Agencies, Public Relations Society of America, Direct Marketing Association and is a Google Adwords Certified company. Additional information about Cronin is available online at www.cronin-co.com.

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