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PEOPLE IN THE NEWS FROM CRONIN AND COMPANY
Agency Welcomes Five New Employees

GLASTONBURY, CONN./April 28, 2008 – Cronin and Company, LLC., a full-service marketing communications agency, has hired five staff members.

Kate Anderson of East Windsor, Conn., joins Cronin’s public relations department as senior account executive, serving as the client and press contact and conducting media relations campaigns for Middlesex Hospital, Sectra North America, Uniprise and Friendship Dairies. Prior to Cronin, she worked at Universal Pictures in New York City as the east coast publicity/promotions coordinator. Anderson holds a bachelor of arts degree from Marymount College and master’s degree in marketing from the University of Phoenix. She reports to Tom Bradley, vice president, executive director of public relations and AnnMarie Kemp, vice president, director of public relations.

Charlene Durham of Glastonbury, Conn., has joined the agency’s public relations team as senior account executive. Durham is responsible for the day-to-day activities on Cronin’s McDonald’s business which includes servicing 150 McDonald’s restaurants in Connecticut and Western Massachusetts. She is responsible for community relations initiatives, publicity, new product launches, events and crisis management. Durham holds a bachelor of arts degree from Keene State College and a master of liberal studies from Wesleyan University. She reports to AnnMarie Kemp, vice president, director of public relations.

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Heather Ertel Mucha of Branford, Conn., joins Cronin's account service team as account supervisor. Mucha handles strategic planning, marketing and advertising communications, and overall account activity for Amica Insurance. She holds a BAJ in advertising and a BA in marketing from Indiana University. Mucha reports to Leslie Stedman, vice president, director of client services.

Lea Soucy of Glastonbury, Conn., joins the agency's account service team as assistant account executive. Her primary responsibilities at Cronin include the day-to-day management of account work for Benihana, Mass Mutual, and Connecticut Department of Transportation Commuter Services. Before coming to Cronin, Soucy was a media coordinator at Keiler & Company. She graduated from Eastern Connecticut State University with a B.A. in Communications. Soucy reports to Leslie Stedman, vice president, director of client services.

Brent Sowers of Guilford, Conn., has joined the agency as its newest web developer. He is responsible for building and daily maintenance of micro-sites. Before coming to Cronin, Sowers was a freelance programmer. He reports to Dan Weingrod, senior vice president, interactive.

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, digital, 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.

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