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FOR IMMEDIATE RELEASE

cj Advertising Announces Eight New Members

NASHVILLE, Tenn., Dec.17, 2008—cj Advertising, a Nashville-based advertising agency, recently hired eight employees. cj's newest employees are: Tami Pearce, Director of Content Services; Leigh Griffis, Yellow Pages Manager; Katherine Sass, Yellow Pages Manager; Karen Eke, Manager of Agency Services; Craig Pulley, Director of Production; Travis Ingram, Graphic Designer; Jacob Blaze, Graphic Designer; and Sherri Mattingly, Accounting Assistant. Established in 1994, cj now has a staff of 40+ employees enabling the agency to provide our clients with the most comprehensive marketing services available for injury law firms anywhere today.

Tami Pearce joined cj Advertising as Director of Content Services in September 2008. She began her career in consumer magazines before moving to New York, where she has worked the past 10 years in the publishing industry at Scholastic Inc. and the *New York Times*. With more than 20 years of experience as an editor and manager, Tami applies everything she's learned in the editorial tradition to the world of advertising.

Yellow Pages Manager **Leigh Griffis** joined cj Advertising in September 2008. She works hard on the Yellow Pages battlefield making sure the agency's clients get the best out of their advertising dollars. Working with Brand Managers and clients, Leigh negotiates the right rates, identifies market-specific directories that will reach the right demographics, and does what it takes to make our clients' phones ring.

Katherine Sass—Yellow Pages Manager, negotiator, and team player. As a September 2008 addition to the cj team, she ensures that Yellow Pages clients get the most out of their advertising budget. Using her carefully honed negotiating skills, Katherine works with clients and Brand Managers to place YP ads in markets that will reach target demographics at reasonable rates to get those phones ringing.

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**cj Advertising
Press Release
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Karen Eke wears many hats as cj's Manager of Agency Services. With more than 10 years of administrative and personal assistant experience at the executive level, she is an integral part of the team. As a September 2008 addition to the cj family, she brings an arsenal full of experience to her tasks. Prior to cj, she was the Executive Assistant to the Senior Vice President of Sales at Getty Images and then Communications Manager at the same company.

Craig Pulley joined the cj team as Director of Production in October 2008. He works hand in hand with the members of the Production department to ensure that cj has the most sought after creative in the legal advertising business. He also manages and mentors the producers and editors to take them from "very talented" to "the best of the best." Prior to life at cj, Craig was the Vice President of Production & Engineering for the Shop at Home Television Network.

Graphic designer, comic book artist, and illustrator extraordinaire **Travis Ingram** joined the cj family in October 2008 and applies his modern artistic eye to help the agency be the absolute answer for graphics, branding, and design services for all our clients. Travis worked for Idearc Media designing award-winning Yellow Page ads, direct mail pieces, and more.

A November 2008 addition to the cj Advertising family, Graphic Designer **Jacob Blaze** ensures clients receive the highest quality print products. From designing logos, carefully crafting legal clips, and shaping other print collateral, Jacob does it all. Jacob came to cj all the way from California after working as an in-house graphic designer for Louis and Company, a distributor for carpenters and contractors. Along with design work, he also gained experience with Web site maintenance.

With more than 12 years of experience, Accounting Assistant **Sherri Mattingly** is an asset to cj Advertising's team. A December 2008 addition, she ensures the agency's financial end is in working order by handling billing, invoicing, and additional duties.

About cj Advertising

Established in 1994, cj Advertising is a leader in the creation, promotion, and distribution of direct response advertising for injury lawyers. The Nashville, Tennessee-based agency currently produces advertising campaigns for 36 law firms in 60-plus markets nationwide. All cj Advertising clients are market exclusive. The independently owned agency focuses on consulting, media placement, custom commercials, progressive Web sites, print ads, and public relations. Visit www.cjadvertising.com for more information.

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