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**FOR IMMEDIATE RELEASE**

**cj Advertising Announces Five New Members**

**NASHVILLE, Tenn. (June 29, 2007)**—cj Advertising, a Nashville-based advertising agency, recently hired five employees. cj's newest employees are Ashley Fatheree, Executive Assistant to the President; Steve Roth, Avid Editor; Ryan Anderson, ASP.NET Programmer; Matt Nahay, Writer; and Marci Kascir, Web Copywriter. Established in 1994, cj now has a staff of 46 employees enabling the agency to provide our clients with the most comprehensive marketing services available for injury law firms anywhere today.

Originally from Clarksville, Tenn., **Ashley Fatheree** joined cj Advertising in May 2007 as the Executive Assistant to cj President Arnie Malham. As the Executive Assistant, she helps Mr. Malham by facilitating meeting schedules, organizing daily events, and following up on topics discussed during meetings. Ashley received a Bachelor of Arts in advertising and a minor in marketing from Western Kentucky University in Bowling Green, Ky.

**Steve Roth** joined cj Advertising in May 2007 as an Avid Editor. Prior to cj, he worked as a Writer/Producer in the Marketing department for the Buffalo, N.Y., NBC affiliate, WGRZ Channel 2 for seven years. In May 2006, he was part of a two-camera shoot for a story involving the Goo Goo Dolls, which received an Emmy nomination. Originally from Buffalo N.Y., Steve graduated from the State University of New York (SUNY) at Buffalo with a degree in media studies.

**Ryan Anderson** joined cj Advertising in June 2007 as an ASP.NET Programmer. Prior to cj, Ryan worked for Suburban Adult Services, Inc. in Elma, N.Y., as an IT Manager. Now, as an ASP.NET Programmer, Ryan will spend his time developing new Web applications using ASP.NET and C#. Originally from Hamburg, N.Y., Ryan received an Associate of Applied Science degree in computer information systems from Alfred State College (State University of New York's College of Technology) in Alfred, N.Y. He then received a Bachelor of Science in information technology from the Rochester Institute of Technology in Rochester, N.Y.

**Matt Nahay** joined cj Advertising in June 2007 as a Writer for the Production department. With more than five years of experience in television production and writing, he has worked on projects for CMT, GAC, ABC, and Turner Entertainment. As a Writer for cj's Production department, Matt writes scripts, conceptualizes new campaigns, and customizes scripts for clients. Originally from Nashville, Matt received a Bachelor of Arts in English from the University of Tennessee in Knoxville, Tennessee.

Originally from Indianapolis, **Marci Kacsir** joined cj Advertising in June 2007 as a Web Copywriter. As a former English teacher, she has a vast knowledge of grammar and style, which she uses to create customized, high-quality copy for cj clients while distilling complicated medical issues into easy-to-understand language for cj's Web sites and Print Department offerings. Marci received a bachelor's degree in English and print journalism from Western Kentucky University in Bowling Green, Ky., and a master's degree in creative writing from Miami University in Oxford, Ohio.

### **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 46 lawyers 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](http://www.cjadvertising.com) for more information.

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