



www.garrand.com

Caroline McAleese Riley Joins Garrand as Vice President, Public Relations

Portland, ME, June 19, 2007 – Garrand, a marketing and communications firm, today announced the appointment of Caroline McAleese Riley to Vice President, Public Relations. Riley will spearhead the development of public relations initiatives to help new and existing clients maximize the impact of their marketing programs. She will also play a key role in new business development.

Riley is a seasoned public relations professional with a broad background in consumer, retail and technology marketing. She was most recently at Weber Shandwick in Cambridge, MA where she helped clients such as Lexmark, Staples, Monster and KB Toys achieve top-tier media placements while providing program counsel and guidance.

In her new role, Riley will provide clients with strategic direction to create and execute brand-building campaigns to heighten corporate, executive and product profiles. She will also incorporate her past knowledge of implementing innovative promotions and media tours to help clients achieve and sustain market recognition and media coverage.

“Caroline is a tremendous addition to Garrand as we continue to offer our clients the best mix of marketing mediums,” said Garrand President, Brenda Garrand. “She brings a commitment to deliver results with creative ideas and industry knowledge. We look forward to leveraging her experience.”

Riley currently serves on the board for The Publicity Club of New England, St. Jude Children’s Research Hospital “Cooking for a Cure” annual benefit and the organization Mom to Mom. She earned a Bachelor of Arts degree in Political Science and Psychology from the University of Delaware.

About Garrand

Headquartered in Portland, Maine, Garrand is a marketing and communications firm offering traditional and new media advertising and public relations services to both regional and national clients looking to elevate their brand recognition. Garrand’s integrated services have contributed to the growth of OSRAM SYLVANIA as well as brands like Segway, HP Hood, Maine Medical Center, Maine Department of Transportation, Gettysburg College, White Rock Distilleries, and Nestle Waters North America. To learn more, visit www.garrand.com

###