

Jan. 16, 2004

McMurry Opens Office in California and Secures City of La Quinta as First Client

Phoenix— McMurry, Inc. was awarded a contract by the City of La Quinta, located at the base of the Santa Rosa Mountains in the Palm Springs area, to lead all marketing and public relations efforts for SilverRock Ranch, a premier golf-oriented destination resort under development.

The ground breaking for SilverRock Ranch, scheduled for Jan. 19, will be headlined by Arnold Palmer whose firm, Palmer Course Design Company, has been hired to design the new 18-hole championship golf course.

“Our real estate and luxury living client portfolio is expanding greatly and based on our new business efforts, all signs suggest that will continue,” said Chris McMurry, CEO of McMurry which is the second largest marketing communications firm in Arizona according to *The Phoenix Business Journal* annual rankings.

The SilverRock Ranch engagement will include all aspects of brand development, ongoing public and media relations, development of collateral materials, all aspects of advertising campaign development and execution targeting golfers from around the country and globe, media buying, creation and management of promotional and special events calendars and assistance in soliciting anchor hotel operations.

“We are pleased to be associated with such a prestigious development in an absolutely idyllic setting,” said Stephen Williams, vice president of business development for McMurry, who will lead the new CA-based office opening. “It is a pleasure to work with the La Quinta City Council and the related development agency.”

When completed, the development will include two 18-hole golf courses (one that is PGA caliber), a 9-hole golf course, a golf instructional facility, boutique hotel, large-scale, fully-ammenitized hotel, a retail village component, fractional real estate ownership, multiple lakes and public-use facilities such as trails, scenic views and parks.

About McMurry

McMurry (mcmurry.com), with three offices in Arizona and New York, offers a complete line of marketing communications services to a variety of clientele, including GlaxoSmithKline, The Ritz-Carlton Hotel Co., Amtrak, CBS, Aon, CVS Caremark, Waste Management, USAA and 24 Hour Fitness, as well as resources to more than 10,000 corporate professionals. The company has specialized practices in healthcare, finance and insurance. It is among the largest independent marketing communications companies in the U.S. and is recognized by the Great Place to Work Institute and Society for Human Resource Management as one of the top five “Best Small Companies to Work For” in the U.S.

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