



**FOR IMMEDIATE RELEASE**

**MEDIA CONTACTS:**

480-998-2600

Jennifer Spangler x552  
jspangler@lavidge.com

Elle Shelley x551  
eshelley@lavidge.com

**THE LAVIDGE COMPANY ADDS DIRECTOR OF BUSINESS DEVELOPMENT TO  
CONTINUE ATTRACTING NATIONAL BRANDS TO THE AGENCY**

*David Nobs to lead new business and sports marketing for Phoenix advertising agency*

**PHOENIX, Ariz. – (June 15, 2010) – [The Lavidge Company](#)** (TLC), a full-service advertising, public relations, marketing communications, consulting and interactive marketing agency, today announced the appointment of **David Nobs**, a veteran marketing and communications executive, to lead business development for the Phoenix advertising agency. Nobs will leverage the agency's expertise in representing national brands, lead the growth and development of integrated business opportunities, and expand its reach into new markets.

Nobs also will oversee sports marketing and sponsorship for TLC, which has a track record of success marketing notable sports franchises such as the Phoenix Suns, Arizona Diamondbacks, Phoenix Mercury and Arizona Rattlers.

"This is a natural fit given David's extensive sports marketing background and experience working with well-known consumer, sports and lifestyle brands," said Bill Lavidge, CEO of TLC. "We've enjoyed great success on a national level, marketing quality brands such as Massage Envy, Discount Tire, LifeLock, Pert Plus, Sure and Pearle Vision as well as some of the elite teams in professional sports. We know David will help us foster additional relationships with consumer brands and sports franchises as we continue to grow the agency."

Nobs has more than 25 years of experience in public relations, marketing and advertising and has held a number of high-level positions for leading national and international firms such as Weber Shandwick, Rogers & Cowan, Burson-Marsteller, and Cohn & Wolfe. Throughout his career, he has directed a number of high-profile campaigns for a variety of clients such as the award-winning launch of Vanilla Coke and other Coca-Cola product launches and sponsorships; broadcast, new media and entertainment programming for

NASCAR; youth, sports and entertainment marketing for Vans; integrated advertising, marketing and promotional campaigns for Heineken; and Reebok's highly publicized "Dan & Dave" campaign, Olympic sponsorships, women's fitness and human rights initiatives.

"The Lavidge Company is a great agency with a proven track record of successfully promoting national brands and sports properties," said Nobs. "I'm very excited to be part of a terrific team. I'm looking forward to helping further establish TLC as the preeminent full-service agency here in Phoenix and growing its national marketing and communications business."

Nobs was instrumental in executing brand image campaigns for Bank of America, Microsoft, Hewlett-Packard, Timberland, McGraw-Hill, and Sprint, and is widely known for his sports business expertise on behalf of clients such as the NFL, NHL, NASCAR, PGA of America, LPGA, AVP Pro Beach Volleyball, Turner Broadcasting System, and *Sports Illustrated*. Other notable clients throughout his career have included: AT&T, Avon, Bausch & Lomb, Delta Air Lines, Gillette, Kodak, Lexus, M&M/Mars, Napster, Pennzoil, Quaker State, Rolex, and Swiss Army Brands.

Nobs also serves on the Board of Directors for The Giving Back Fund and the Paralysis Project of America. He is a graduate of Westminster College in Pennsylvania and began his career as a newspaper reporter for the *Pittsburgh Post-Gazette* and *South Hills Record*.

#### **About The Lavidge Company**

The Lavidge Company is a locally owned and operated full-service advertising, public relations, consulting, marketing communications and interactive marketing agency. Since 1982, The Lavidge Company has specialized in developing brand positioning for products and services. Highlights of the agency's client base includes Discount Tire, Pearle Vision, Arizona Grand Resort, Massage Envy, Robson Resort Communities, Phoenix International Raceway, Banner Health, McDonald's and many more. Named as one of the 15 fastest growing companies in Arizona by *Arizona Business Magazine*, The Lavidge Company was also recently voted as one of the "Best Places to Work" in Phoenix by *Phoenix Business Journal*, selected as one of *Arizona Woman's* "2008 Best Workplaces for Women," and was recognized by Comerica Bank as a 2008 "Arizona Company to Watch." The Lavidge Company offices are located at 2777 E. Camelback Road, #300, Phoenix, Ariz. 85016. More information on the agency may be found at [www.lavidge.com](http://www.lavidge.com). @lavidgeco Facebook: LavidgeCompany.

###