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Rex promotes employees, ramps-up capabilities

Rex today announced the promotions of three employees to reflect their additional responsibilities as a result of the firm's expanded capabilities and growing client base. Nicole Morgan assumes the position of Director of Accounts and Operations, Jen Clark becomes Senior Account Manager and Jami Fichte has been promoted to Account Manager.

"Nicole, Jen and Jami each bring unique strengths to the team, and they all share a desire to make our clients winners," said Ryan Rex, CEO. "Their new positions will allow them to optimize their talents as the firm expands its capabilities and client services."

Rex recently established an interactive division to fully-integrate under one roof all aspects of interactive communication services with public relations, marketing, special events, graphic design and copywriting. Rex's clients now have a one-stop-shop for the implementation of such interactive tactics as Web sites, e-newsletters, search engine optimization programs and social media networks.

This and other growth within the firm have created the need for increased organizational horsepower in the areas of administration, finances, human resources and planning, which Morgan will now lead. In her former position as an account manager, she demonstrated her capabilities in the planning and execution of extensive public relations

campaigns for some of Rex's highest-profile technology clients, resulting in a tremendous impact on client success rates.

Morgan has won numerous awards for her outstanding public relations efforts, including the 2007 Silver Link Best of Show. She is a graduate of Leadership Tulsa Class 39 and serves on numerous boards and committees, including the Public Relations Society of America, Tulsa Ballet and Heritage United Methodist Church.

As Senior Account Manager, Clark will continue to prove herself as one of Oklahoma's top event publicists – a designation earned from her work in helping grow Dfest from 15,000 to 40,000 attendees in one year and from her creative use of social networking to drive attendance at a recent grand opening of Dave & Busters restaurant.

Clark has organized events from New York City to Tulsa, and worked for NBC in the entertainment publicity department. While a freelance publicist for The Dowd Agency, her clients included Yahoo! and A&E Networks. Clark has abundant media experiences, making her a tremendous asset when prepping clients for live broadcasts, photo shoots and commercials. As a professional model and spokesperson, she's been appearing in front of the camera and coaching clients behind the scenes for years. She's hosted numerous live segments for KOTV Channel 6 and has played a primary role in more than 15 commercials for companies like Tony Roma's and Wal-Mart.

Fichte's promotion reflects her success at earning several new accounts while expanding existing accounts. In less than two years with the firm, she has demonstrated her expert ability in media relations and research by effectively positioning clients in print, broadcast and online formats. Fichte specializes in serving Rex's healthcare clients and has a reputation for delivering high-impact results. For example, Fichte helped a health insurance

provider secure 250 appointment leads in four hours through phone banks on local television stations. She also assisted a health insurance provider in securing 127 appointment leads in two hours through phone banks on KOKI-Fox23.

Prior to joining Rex, Fichte interned at Saxum Strategic Communications. She graduated in December 2007 with a bachelor's in journalism and broadcasting from Oklahoma State University. While a student, Fichte worked at *The Oklahoman*, *The Strip Magazine* and *The Daily O'Collegian*. She belongs to Tulsa's Young Professionals and is a committee member of the Public Relations Society of America, Tulsa Chapter.

Rex is one of the fastest growing strategic communications firms in the state with an expert staff that fuses creativity with public relations, marketing, special events, graphic design, interactive services and copywriting. The firm counts among its clients a variety of leading companies and organizations in the corporate, political, technology, health care, retail, entertainment and non-profit sectors. For more information about Rex, visit www.rexpr.com or call (918) 599-0029.

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