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## **EXCEL IN MARKETING LLC ANNOUNCES STRATEGIC PARTNERSHIP WITH AMADOR MEDIA**

Orinda, CA – The Orinda-based marketing firm Excel in Marketing has announced today a strategic partnership with Amador Media. This partnership will enable Excel in Marketing LLC to be able to offer enhanced media services, such as streamlined media research, planning and execution of television, radio, print, online, out-of-home advertising and much more.

Amador Media has more than 25 years of experience working with top San Francisco Bay Area advertising agencies and companies over a variety of categories. Their expertise includes target analysis, development of media strategies; media plan recommendations and negotiations/buys. They are tough negotiators who strive to maximize investment and value-added.

This strategic partnership will enable Excel in Marketing to expand its offerings by bringing in the most leading-edge media solutions for a fraction of the price of using a large ad agency. The benefit to the client is substantial: flexibility, quality expertise, at affordable prices.

According to Christine Temple-Wolfe, principal consultant with Excel in Marketing, “I have seen tremendous interest from large and small companies for enhanced media services. We are filling a critical need in today’s economy for experienced marketing professionals on a short-term basis. Our services are geared towards many industries and organizations – be it large or small. We provide high value and measurable results at an affordable rate. Now we have expanded our services to be responsive to the needs of our clients.”

Excel in Marketing is a team of marketing professionals with more than a century of experience in diverse marketing functions. They have extensive experience in market research, strategic market planning, branding, promotion, direct marketing campaigns, project management, and much more. Our consultants seamlessly operate as an extension of your team and help to ensure that your organization’s most immediate needs and priorities are fulfilled, helping to keep your overhead low by coming in when we are needed and leaving until you need us again.

Too often, many small companies can't afford the high cost of agencies, which can range from \$10,000 to \$80,000 a month retaining fees. Nor can they afford a marketing executive, which in the Bay Area ranges from \$150,000 to \$200,000 a year plus benefit packages. Excel in Marketing aims to meet the needs of those small companies that desperately need high value production to increase their business. We work closely with our clients to structure an affordable price schedule that works best for them.

“We are thrilled to be working with Amador Media,” said Temple-Wolfe. “We work together very well, sharing the same values, work ethic, and are flexible to the client’s needs. Part of their extraordinary value is the incredible level of experience, which added to our agency team, enables us to bring further value to the needs of our clients. We can be brought in when needed without the high cost of going to a large ad agency. We’ve found that mid-sized and large companies appreciate the high value at an affordable rate.

For more information, please contact Christine Temple-Wolfe at (925) 876-7191 to schedule a free consultation or visit the Excel in Marketing website at: [www.excelinmarketing.com](http://www.excelinmarketing.com).

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