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FOR IMMEDIATE RELEASE:

ANDERSON PARTNERS NAMES NEW MEDIA DIRECTOR

Omaha, Neb (March 18, 2009) – Anderson Partners is pleased to announce the hiring of Rachel McKenna as media director. McKenna will lead the agency’s media department and will manage media buying and planning, and media strategy for clients, such as Methodist Health System, Precision Foods and Hauptman, O’Brien, Wolf & Lathrop, P.C.



McKenna

McKenna has more than 10 years of media experience, both nationally and in the Omaha market. She has worked for several agencies and many accounts in a wide variety of industries. Her expertise in media planning, negotiations, team management and analysis will be a great asset for Anderson Partners’ local, regional and national clients.

“Landing a strategic, passionate executive like Rachel—who has extensive experience working in our industry and a proven track record of success—is a huge win for Anderson Partners and our clients,” said Deb Ahl, vice president and director of client services. “Her experience creating innovative, efficient and relevant media connections between leading brands and their target audiences represents a significant addition to our agency.”

Anderson Partners is a full-service advertising, public relations and marketing agency in Omaha, Neb., which serves local, regional and national clients.

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