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## **BUSINESS BOOM AT DUKE MARKETING**

### **New Business From Frank Howard Allen Realtors, Left Bank Restaurant Group & A.G. Ferrari Foods**

**San Rafael, Calif. – December 29, 2002** – Duke Marketing™, an Integrated Marketing Communications firm, announced today it has won new business from Frank Howard Allen Realtors, the number one residential real estate company in the North Bay Area, The Left Bank Restaurant Group, the chain of French restaurants based in Larkspur, CA, and A.G. Ferrari Foods, the Italian food importer with 14 retail locations, based in San Leandro, CA.

Frank Howard Allen owns and operates 21 offices with over 500 sales agents with offices in Marin, Sonoma, Napa and San Francisco counties, and has been in business and locally owned and operated in the Bay Area for nearly 100 years. Frank Howard Allen has retained Duke Marketing to provide advertising, marketing and promotions for their ongoing needs, and to enhance their image. “Duke Marketing has an amazing amount of enthusiasm about Frank Howard Allen,” said Becky Gould, General Manager of Frank Howard Allen Realtors. “Their ideas for taking our firm’s image to the next level are amazing. We can’t wait to see the output.”

Left Bank Restaurants has hired Duke Marketing to provide public relations and marketing consulting. “We want to take our marketing and PR to the next level and Duke Marketing has a great feel for what we need,” said Jim VanDercook, President of the Left Bank Restaurant Group. “We are positive Duke Marketing can help us reach our goals and give momentum to our growth plans.”

A.G. Ferrari Foods, with 14 locations, the Italian importer and grocery chain has hired Duke Marketing to provide collateral development and marketing consulting, recently completing their holiday catalog. Duke Marketing is very in tune with A.G. Ferrari, our concept, our messaging, so we knew the projects would be done on target,” said Adrienne DeAngelo, Director of Communications for A.G. Ferrari Foods. “Linda Duke is like having another arm!”

“We are thrilled to have new clients like Frank Howard Allen Realtors, Left Bank and A.G. Ferrari” stated Linda Duke, CEO and Principal of Duke Marketing.” “They are all terrific brands and are looking forward to enhancing their image through their advertising, public relations and marketing efforts, and we are excited to make that happen for all of them.”

Duke Marketing specializes in multi-location marketing and provides a full range of services, including: strategic consulting and market positioning, image development, names, themes, and tag lines, writing, designing and producing advertisements, brochures, direct mail, Web sites, trade show materials and newsletters, as well as creating publicity, managing events, speaking

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engagements, and public relations.

Other Duke Marketing clients include: Chevys Mexican Restaurants, the number one 164 unit Mexican casual dining chain; Insulair Cup Company; and Viansa Winery & Italian Marketplace to name a few.

Ms. Duke started her company in 1987 in Sacramento and San Francisco and has earned her reputation with some of the most profitable and successful multi-unit organizations in the world. Over the past fifteen years, Ms. Duke has gained valuable experience in national and international business, strategy, writing, new media, advertising and strategic marketing. Ms. Duke managed sales and marketing for HQ Business Centers with 186 operations worldwide. She has negotiated media in foreign markets, nationally and on a regional and local level. She has completed results-oriented business plans, corporate positioning plans, public relations and advertising strategies for McKesson Corporation, Noah's Bagels, Round Table Pizza Corporation, Starbucks Coffee Company and Papyrus Franchise Corporation to name a few. She is an adjunct professor at Golden Gate University San Francisco School of Business where she teaches Advertising Strategy, and also co-teaches Marketing at Sonoma State University.

### **About Duke Marketing™**

Duke Marketing is a privately held, California-based Integrated Marketing Communications company. Experts in providing Integrated Marketing Communications by applying classic disciplines and leading-edge techniques of advertising, public relations, research, creative and direct marketing to both traditional and new media companies. Duke Marketing combines a full range of services, on-target strategies, fresh ideas and creative concepts to offer complete solutions.

For more information, contact Duke Marketing at 415-492-4534 or via e-mail at [info@dukemarketing.com](mailto:info@dukemarketing.com) the Company's web site is located at [www.dukemarketing.com](http://www.dukemarketing.com).

### **About Frank Howard Allen Realtors [www.fhallen.com](http://www.fhallen.com)**

Based in Novato, CA, the locally owned and operated business can be reached at 415.897.4444

### **About A.G. Ferrari Foods [www.agferrari.com](http://www.agferrari.com)**

A.G. Ferrari foods, (formerly Ultra Lucca), with fourteen Italian specialty food shops in the Bay Area is dedicated to carrying on the 100-year old Ferrari family tradition of providing authentic and delicious Italian food to their customers.

### **About Left Bank Restaurant Group [www.leftbank.com](http://www.leftbank.com)**

The Left Bank restaurants provide fresh, generous flavorful French foods with an authentic brasserie ambience. With three locations: Larkspur, Menlo Park and Pleasant Hill, and a fourth at Santana Row Palo Alto opening soon.

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