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LINDA DUKE, CEO, DUKE MARKETING, ASKED TO SIT ON ADVISORY BOARD FOR ART INSTITUTE OF CALIFORNIA

San Rafael, Calif. – September 10, 2002 – Linda Duke, principal and CEO of Duke Marketing™, an Integrated Marketing Communications firm, announced today the California Art Institute of San Francisco has asked her to sit on their professional advisory board.

“Linda Duke is a very respected marketing professional and we are honored to have her sit on our board,” said Mary Clarke-Miller, Academic Director - Animation, Game & Multimedia, The Art Institute of California-San Francisco

Duke Marketing specializes in multi-location marketing and currently works with clients, Chevys Mexican Restaurants, A.G. Ferrari Foods, Viansa Winery, and Insular Cup Company to name a few.

“It is a privilege to be asked to sit on the Art Institute’s board,” stated Linda Duke, CEO and Principal of Duke Marketing.” “Their curriculum and high standards for teaching students the real world aspects of art, media and advertising is to be applauded, and adding value to that for me is even better.”

Duke Marketing 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 engagements, and public relations.

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 all over the world. 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 teaches “Marketing Management” and “Marketing Research” periodically at Sonoma State University.

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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 the Company's web site is located at www.dukemarketing.com.

About California Art Institute-San Francisco

The Art Institute of California — San Francisco is a leader in providing postsecondary education programs that prepare students for careers in art- and design-related fields. Graduates are trained for entry-level positions in their chosen fields through curricula that emphasize actual job skills and competencies necessary for success in the field. The curriculum is taught in an environment that encourages free expression, leadership and responsible decision-making by faculty, many of whom are working professionals.

The Art Institute of California — San Francisco is one of The Art Institutes, a system of 24 educational institutions located nationwide, providing an important source of design, media arts, fashion and culinary professionals. The parent company of The Art Institutes, Education Management Corporation (EDMC), is among the largest providers of proprietary postsecondary education in the U.S., offering bachelor's degree, associate's degree, and non-degree programs. EDMC has provided career-oriented education programs for over 35 years, and its Art Institutes have graduated more than 125,000 students. The Art Institutes Web site is www.artinstitutes.edu.

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