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## **BUSINESS PERKS UP AGAIN AT DUKE MARKETING WITH JAVA CITY ACCOUNT WIN!**

**San Rafael, Calif. – September 15, 2003** – Duke Marketing™, an Integrated Marketing Communications firm, announced today it has won new business from Java City, the Sacramento based coffee retailer and roaster with 33 locations and over 2,000 wholesale accounts. Java City has retained Duke Marketing to provide national public relations and media relations and strategic marketing consulting.

“We needed a public relations firm that knows the food industry, the specialty coffee business and can get us press,” said Ross McMahon, C.E.O. Java City. “We have been working with Duke Marketing for a few years and decided it was time to finally do something full speed ahead—we are excited to work with Linda and her team.”

“Since I grew up in Sacramento, I have known Java City since they started with one roasting machine and one location,” said Linda Duke, CEO and Principal of Duke Marketing. “We have watched them grow and with their recent announcement of winning the Delta Airlines account and some other major national accounts happening soon, we knew it was time for them to create the buzz they deserve,” she continued.

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.

Specializing in marketing for multi-location company’s, Duke Marketing provides local store marketing, in-store promotions, new product roll out and communications, new store openings, POP and public relations, crisis communications and more. Some of the multi-location companies Duke Marketing works with include: Party America, Il Fornaio, Chevys Mexican Restaurants, and A.G. Ferrari Foods to name a few.

### **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 Java City**

Headquartered in Sacramento, California since 1985, Java City has a commitment to roasting the highest-grade coffee beans by hand, slowly and with great care, a time-signature roasting process. Our coffee is then air cooled, not water quenched like most commercial coffee— it's more work for less coffee, but the result is a fresher more flavorful bean, which we believe sets us apart from the rest.

In 2000, Java City merged with the Campbell-Bewley Group, as the company sought to expand its national presence and enter the international market. The Campbell-Bewley Group is an international catering company and Ireland's leading coffee and tea retailer.

Java City owns and operates 31 cafés located in Sacramento, the Bay Area, Southern California and Washington and supplies more than 2,000 wholesale locations in the United States.

For more information, please see [www.javacity.com](http://www.javacity.com) or call 1-800-JAVACTY

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