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## **DUKE MARKETING SCORES NEW BUSINESS FROM LEFT BANK RESTAURANT GROUP**

**San Rafael, Calif. – January 1, 2003** – Duke Marketing™, an Integrated Marketing Communications firm, announced today it has won new business from the Left Bank Restaurant Group, the chain of French restaurants based in Larkspur, CA. Left Bank has retained Duke Marketing to provide marketing consulting, public relations, local store marketing and in-store promotions.

“We wanted 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, Left Bank Restaurant Group. “We are positive Duke Marketing can help us reach our goals and give momentum to our growth plans.”

Duke Marketing specializes in multi-location marketing and currently the Left Bank Restaurant Group operates 3 locations in the Bay Area, with a fourth at the Santana Row development opening soon. Roland Passot, of San Francisco's La Folie Fame, has been a major player in establishing the Left Bank Restaurants. The spacious, family-friendly restaurants boast not only airy, linen-lined dining rooms, but also casual, open-air terraces and informal bars. The unfussy menus are inspired by the straightforward cooking of Passot's French grandmother.

“The Left Bank Restaurants have the look, the feel, and definitely the food,” stated Linda Duke, CEO and Principal of Duke Marketing. “We are excited to assist them in taking their marketing and public relations efforts to the next level and transport diners straight to Paris—well almost,” 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.

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

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Golden Gate University San Francisco School of Business where she teaches

Advertising Strategy, and also co- teaches “Marketing Management” 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 Left Bank**

Left Bank provides fresh, generous, flavorful French foods in a meticulous, clean, well-maintained authentic brasserie ambience. With three locations: Larkspur, Menlo Park and Pleasant Hill, and a fourth at Santana Row in Palo Alto opening in Spring. Chief Culinary Officer Chef and co-proprietor of Left Bank, Roland Passot is responsible for overseeing the culinary operations of all three restaurants. Internationally acclaimed for his exceptional French cooking, Chef Passot has designed a simple, seasonally-changing French brasserie-style menu.

For more information see [www.leftbank.com](http://www.leftbank.com) or phone 415-927-3308

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