

FOR IMMEDIATE RELEASE
April 18, 2008

CONTACT:
Jen Katz, gkv
410.234.2531
jenk@gkv.com

gkv PROMOTES ROBIN ROMBRO AND JESSICA LOEWE TO ASSOCIATE MEDIA DIRECTORS

BALTIMORE – gkv announced today that Robin Rombro and Jessica Loewe, both of Baltimore, have been promoted to associate media directors. Originally from Los Angeles, Rombro first joined gkv’s media department nearly 12 years ago, and Westminster, Md.-native, Loewe, has been with gkv for 11 years.

Rombro, who oversees broadcast buying for all accounts, joined gkv in 1996. Since beginning her career 26 years ago, Rombro has worked in all aspects of media including research, print, radio, television, out-of-home buying and planning and has most recently been a media supervisor. Prior to joining gkv, she worked for W. B. Doner, Trahan, Burden and Charles, Eisner Communication and as a freelancer.

Loewe will supervise and oversee all aspects of the media planning process with various types of media including television, radio, print, online and out-of-home. Before her promotion, the Western Maryland College graduate was a media supervisor at gkv for six years and previously was a media assistant at Trahan, Burden and Charles.

“Robin and Jessica continue to demonstrate tremendous leadership, diligence and hard work, and we know they will continue to do so in their new positions,” said Roger Gray, chairman and CEO of gkv. “We have a great team in place to creatively connect the advertiser with its target audience.”

Both Rombro and Loewe are members of the Advertising Association of Baltimore. As associate media directors, they will report to Daniel Robinson, media director.

Currently gkv provides media planning and buying services in print, broadcast, out-of-home, online and new media formats on regional, national and international levels. Visit www.gkv.com for more information.

###

About gkv

gkv is a 26-year-old full-service marketing firm specializing in helping challenger brands compete in hyper-competitive categories. With billings of more than \$121 million annually, gkv provides a complete range of communications services including creative development, graphic design, production, media planning and buying, interactive, community relations, identity development, research, public relations, direct marketing, crisis communications and social marketing. gkv's diverse international client roster includes companies in travel and tourism, snacks and beverages, financial services, health industries and cause marketing. The agency is headquartered at Tide Point, the renovated former Procter & Gamble plant in Baltimore, Md.

the cascade building
1030 hull st., suite 400
baltimore, md 21230
(410) 539-5400

