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**RJ Palmer Promotes Pete Regan to COO**

**New York, January 13, 2011** - RJ Palmer has promoted Pete Regan to head up the agency as Chief Operating Officer, effective immediately. Pete will help to oversee the agency from its headquarters in New York. He will report to Jim Vail, President.

In his new role, Pete will be tasked with overseeing the day to day functions of the agency in addition to the continued development of strategies, tools and systems to provide a more customized and targeted approach for clients. He will also take the lead for integrating RJ Palmer's recently added resources of branded entertainment, sports marketing and corporate barter, to better serve clients' complex media and marketing needs.

Pete joined RJ Palmer LLC two years ago as Senior Vice President, Client Services, coming from Cliff Freeman and Partners. "Since then, Pete has redefined and enhanced our client services area while providing guidance and sound business thinking to both RJ Palmer and our clients. Moving forward, he will play a much larger role in the management of the company. This is a well deserved and probably an overdue acknowledgement of his work and value to our company", said Jim Vail, President.

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RJ Palmer is a full service advertising agency headquartered in New York. It is privately held with billings in excess of \$800 million. Palmer provides strategic insights, TV, Print, OOH, Radio and Online media planning and buying as well as Corporate Barter and Branded Entertainment. The website is [www.RJPalmer.com](http://www.RJPalmer.com).

If you would like more information about this topic, or to schedule an interview with Peter Knobloch (CEO of RJ Palmer), Jim Vail or Pete Regan, please contact Marguerite Brophy Cassell at 917-344-5306 or email Marguerite at [MBrophy@rjpalmer.com](mailto:MBrophy@rjpalmer.com)

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