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MORTAR EXPANDS CREATIVE TEAM WITH THREE NEW HIRES

San Francisco, Calif. (June 5, 2007) —San Francisco's Mortar is booming, as the integrated communications agency brings three new talents on board: David Myatt, associate creative director; Chris Inclenrock, interactive associate creative director; and Michelle Kim, designer.

"All three are tremendously talented," said Mortar creative director Tim Spry. "David and I worked together at another shop, and kind of knew we'd work together again. I've been after Chris for a good 6 months. And Michelle just fell out of the sky with this unbelievable portfolio."

David brings more than 15 years of experience in the creation and design of advertising and branding to his position as ACD at Mortar. A fine artist cursed with the brain of a marketer, David has led creative teams and developed national campaigns for RBG Marketing, TMP Worldwide and Austin Knight. He's also solved the toughest of creative marketing problems for industry leaders like Time Warner, Geico, Nike, Alaska Airlines, Nestlé USA, AT&T Wireless, Microsoft, PetCo, Exxon Mobile and Sony.

Interactive ACD Chris Inclenrock was hired for his considerable experience battling the Dark Side. At Lucasfilm, Chris was responsible for the development and art direction of all websites and online properties including starwars.com. Most recently, he was the Director of Interactivity at Francis Ford Coppola Presents. His 15+ years of experience includes traditional art direction, user interface design, illustration and HTML and Flash (covering animation, online games and applications.) Chris is perhaps best known for discovering the secret key to Francis' private wine cellar, and blaming any missing vintages on "Fredo."

Designer Michelle Kim brings an eclectic mix of experience to the table. She studied at RISD, Corcoran College of Art and Kenyon College, and holds a second degree in Anthropology from UVa. Before discovering her true calling, Michelle lived in Paris, taught Kindergarten in Seattle, flew fighter kites in Bombay, and had a solo show in Washington, DC. Her portfolio includes work for Chronicle Books and NPR.

About Mortar

Mortar is a San Francisco-based brand communications agency dedicated to helping organizations make emotional connections with today's shell-shocked consumers. Mortar's unorthodox approach typically combines street-level research, integrated strategy, online and offline advertising, public relations and immersive tactics that defy boundaries and amplify budgets. Details at: <http://www.mortaragency.com>