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BERNSTEIN-REIN ANNOUNCES FOUR PROMOTIONS TO VICE PRESIDENT

Kansas City, Mo. -- Bernstein-Rein (BR), a leading independent advertising agency based in Kansas City, Missouri, is pleased to announce four new promotions to vice president: Chris Corley, Krista Grier, Staci Kassen and Susan Neuman.

Chris Corley will be vice president and group creative director. Chris' chief area of responsibility will be maintaining BR's high creative standards agency wide.

Krista Grier will be vice president and experience planning director for BR. Her previous titles included associate media director and media planning supervisor. Krista's responsibilities will include leading media planning efforts for McDonald's and Commerce Bank as well as taking a broader role in agency leadership.

Staci Kassen will be vice president of analytics. Her previous title was experience planning director. Staci's responsibilities will include developing learning and measurement plans for all channels across client priorities and optimizing budget and programs to maximize ROI.

Susan Neuman will be vice president and director of integrated production. Susan's previous titles were senior broadcast producer and executive broadcast producer. Susan's responsibilities will be to oversee production of broadcast TV and Radio commercials, photography, digital content and Interactive projects.

Steve Bernstein, president of Bernstein-Rein, said, "These promotions are the product of BR's investment in the people of our agency. Through their hard work and dedication to excellence, BR has been able to grow through some challenging times. I'm proud to be able to recognize their achievements with these promotions. All four of these people will be great members of our executive team."

About Bernstein-Rein:

Grounded in the agency philosophy of "Be Real," Bernstein-Rein is the agency and marketing partner that provides real consumer insights, real brand differentiation that inspires consumers to act, and real results for its clients. Established in 1964, Bernstein-Rein was named one of the top 10 branding agencies of 2009 by *Advertising Age*. Go to bernsteinrein.com to see a list of clients and award-winning work.

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Chris Corley



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