

THE MEK GROUP

FOR IMMEDIATE RELEASE

Media Contact: Weston Sedgwick, (317) 605-7622 or wsedgwick@mekgrp.com

Indianapolis strategic marketing and communications firm expands with addition of new creative director

INDIANAPOLIS (September 10, 2008)—Indianapolis-based MEK Group, a strategic marketing and public relations firm, today announced the addition of Tim Meyers to head the company's growing creative and interactive media services division as creative director.

With more than 20 years experience, Tim Meyers blends his skills as a designer, photographer, art director, and digital technology expert with a deep understanding of process and strategy. Bringing a depth of knowledge and experience on the national level, Meyers was recently a lead designer for Lowes, a Fortune 50 Company, where he designed and coordinated the development of marketing and point-of-purchase collateral for the Lowes Canada stores.

Prior to working with Lowes, Meyers spent more than a decade working at RCI, the world's largest timeshare exchange company. As assistant creative director for RCI Media, he served as the lead designer and oversaw the art direction of *Endless Vacation* magazine, a 1.7 million circulation national travel publication.

Meyers has won several national awards for design and art direction, including awards from *Print Magazine*, *APEX Awards*, and the *National Calendar Association*.

The MEK Group is a strategic marketing and PR firm that creates, blends and executes communications-driven strategies that increase market share, enhance productivity and build distinctive brand awareness. The firm provides integrated marketing, public relations, public affairs, advertising and interactive media services from offices in Indianapolis.

###