

**For Immediate Release**

February 13, 2008

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## **Kendal King Group Adds Five Associates To Team**

*Expanding sales brings new hires to corporate offices in Kansas City, Mo., and Bentonville, Ark.*

KANSAS CITY, Mo. (February 13, 2008) – Kendal King Group is pleased to announce the addition of these five associates to its team.

The company, which specializes in retail marketing solutions for premier retailers and top brands, employs more than 25 people in its four offices: Kansas City, Mo., Bentonville, Ark., Charlotte, N.C., and Guangzhou, China. The new employees are located in Kansas City and Bentonville.

New to Kendal King Group in Kansas City:

**Matthew Hutcherson** is a designer assisting with designs and illustrations. Most recently during his internship with Kendal King Group, he was student at the University of Kansas where he earned a Master of Fine Arts degree in Industrial design/Architectural design. Prior to that, he earned a Bachelor of Fine Arts in painting with a minor in Art History from Savannah College of Art and Design in Savannah, Ga. Hutcherson and his wife have two children.

**Kerry Meier** is senior art director. Meier provides graphic design and illustration for internal as well as client work. His experience includes interior retail design, graphic design, corporate and brand design work and overall marketing services. Most recently he was a freelancer and prior to that was an art director with Payless Shoe Source. He earned a Bachelor of Fine Arts from Wichita State University. Meier is married with two children.

New to Kendal King Group in Bentonville, Ark.:

**Nancy Collom** is an account coordinator. Collom joined Kendal King Group to support sales efforts in key categories with Wal-Mart. Previous to joining Kendal King, she was a project manager in Saatchi's marketing department in Wal-Mart's home office. Collom has a bachelor's degree from Wesley College. She and her husband have two children.

**Tammy Skersick** is a project coordinator providing production and project support. Prior to joining Kendal King, Skersick worked as a paraprofessional in a local school. She graduated from Manhattan Vocational Technical School. Skersick and her husband have three sons.

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**Gary Patterson** is an account executive responsible for new business development and working with existing clients. Before coming to Kendal King he was principal/owner of Simply Organized in Lowell, Ark. Patterson also worked for Wal-Mart International for 10 years managing / overseeing merchandising and operations services. Prior to joining Wal-Mart, Patterson spent 13 years in the distribution/logistics industry. Patterson attended the University of Arkansas. He and his wife have four children.

**Amanda Crabtree** is an account coordinator providing sales support and client account coordination. Prior to coming to Kendal King, she completed the marketing analyst program at Northwest Arkansas Community College. Crabtree also holds a degree in Social Work and Criminal Justice from Southwest Missouri State University. She and her husband have one child.

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**Offering nearly 20 years of retail marketing experience in strategy, design and execution of marketing programs, Kendal King Group specializes in retail marketing solutions for premier retailers and top brands. Kendal King operates offices in Kansas City, Mo.; Bentonville, Ark.; Charlotte, N.C.; and Guangzhou, China. For more information, please visit [www.kendalking.com](http://www.kendalking.com) or call (800) 542-9882.**