



**The City of Riverside, Escena Golf Club, CIM Group
Hire Roddan Paolucci for Creative & Public Relations Assignments**

Entering its third decade, Agency is also engaged by Rolling Hills Country Club and Energy Labs

PALOS VERDES ESTATES, Calif. (December 1, 2009) – Fulfilling its long-range goal to diversify its client base beyond resorts and residential communities, communication-arts firm Roddan Paolucci has been engaged by several new clients from a wide range of fields. New clients include The City of Riverside, Escena Golf Club, Energy Labs and Rolling Hills Country Club. Boasting the most comprehensive client roster in its 20-year history, Roddan Paolucci is emerging from the recent recession as perhaps one of the strongest integrated and diversified boutique marketing agencies in Southern California.

Roddan Paolucci was also recently hired by premier real estate fund manager CIM Group (Los Angeles, Calif.) to brand and market Sunset Vine Tower, panoramic residences in Hollywood’s tallest building. The agency will also spearhead the debut of City Ventures, the Santa Ana, Calif.-based homebuilding company that intends to return realistic home prices to California.

“We’re looking forward to 2010 and a renewed level of optimism,” said Mark Paolucci, the firm’s president. “Many businesses were put to the test this year – a year marked by change, sacrifice and perseverance – but we’re seeing a burst of new activity and attracting some really outstanding clients which have given us great momentum heading into 2010.”

For the City of Riverside, Roddan Paolucci is launching a multi-tiered tourism and destination marketing program, which includes creative, print and online media placement, web development, and public relations. Escena Golf Club (Palm Springs, Calif.) hired the agency to re-launch its Nicklaus Design daily fee golf course and new clubhouse after financing forced the Club to close in 2007.

In March 2009, Roddan Paolucci was hired by The Mission Inn Hotel & Spa (Riverside, Calif.) to oversee creative and media buying for the national historic landmark hotel. The agency has since been awarded contracts to develop identities for the resort’s new retail spaces, 54° at Duane’s and Casey’s Cupcakes & Cappuccinos, as well as its inspiring annual Festival of Lights ceremony.

Rolling Hills Country Club (Rolling Hills Estates, Calif.) engaged Roddan Paolucci to guide a community relations program aimed at gathering support for the Club's proposed new Arnold Palmer-designed golf course. Energy Labs (Carlsbad, Calif.), one of the nation's largest and greenest custom HVAC designers and manufacturers, also recently hired Roddan Paolucci for a series of conceptual, positioning and design assignments.

This fall, Roddan Paolucci introduced its pioneering Shared Success initiative, which offers reduced-fee marketing services to entrepreneurs and small business owners in exchange for a percentage of long-term profit.

Founded in 1989, the Agency will celebrate its third decade in February 2010. For more information about Roddan Paolucci please visit RoddanPaolucci.com or call (310) 791-2755.

About Roddan Paolucci

Entering its third decade of business, Roddan Paolucci is a communication-arts firm specializing in branding, growing and guiding companies through complete advertising, public relations and interactive services. Roddan Paolucci is an active member of the Luxury Marketing Council, local chambers of commerce, Urban Land Institute, Sales and Marketing Council, Building Industry Association, and Public Relations Society of America.

In September 2009, Roddan Paolucci announced it will help support the homebuilding industry by donating branding and advertising solutions from its Creative Assets Vault. The Vault offers a gallery of exceptional ad concepts, creative platforms, web and other on-line executions, naming solutions, logo studies, public relations programs and outdoor signage designs. The assets represent millions of dollars of creative resources, and by donating them, RPR signaled its support for an industry that allowed the agency to thrive for many years.

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