



FOR IMMEDIATE RELEASE
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NEW DIRECTOR OF STRATEGY JOINS KALDOR BRAND STRATEGY & DESIGN

Vancouver, January 14, 2008—One of western Canada's leading independent brand strategy and communication design firms has hired Adam Lerner as its new Director of Strategy. Lerner will lead clients in creating new brands and rejuvenating existing ones, while also ensuring the firm's designs are consistently communicating across each brand.

"Adam's professional and educational experience makes him the perfect fit to lead Kaldor's rigorous strategy process," said Sally Douglas, Principal of Kaldor. "With expertise spanning multi-billion dollar corporations to global not-for-profit organizations, Adam will undoubtedly generate the results our industry-leading clients hire us to deliver."

Lerner brings his marketing expertise and extensive brand knowledge developed while working with industry leading organizations in Canada and the United States. After spending three years working for the product design consultancies, M3 Design, frog design, and BMW Designworks/USA, Adam moved to Vancouver and took on the role of Principal and Marketing Director at Cause+Effect, where he directed the brand strategy and brand development of the company's clients.

Lerner has a MBA from top-ranked McCombs School of Business, University of Texas. Prior to his MBA, Lerner spent five-years in the New York City not-for-profit world, nurturing his passion for the arts and humanitarian issues. He cumulatively raised over \$4M while in development positions at the Solomon R. Guggenheim Museum, Eyebeam, and the US Fund for UNICEF.

Lerner's tenure as Kaldor's Director of Strategy is effective immediately.

About Kaldor Brand Strategy & Design

Kaldor Brand Strategy & Design is one of Western Canada's leading independent brand strategy and communication design firms. Comprised of designers, strategists and writers, the team questions everything to ensure each word, each mark, each colour is based on sound business objectives, not creative whim. Kaldor has been at it for twelve years, and knows a thing or two about how strategy and creative converge to create tangible, bottom-line results. Current clients include UBC, Coast Capital Savings, the Vancouver Art Gallery, Douglas & McIntyre, and Neuromed.

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