



EXCALIBUR STRENGTHENS MANAGEMENT TEAM WITH TWO KEY ADDITIONS

Britt Parrish to Lead Advancement Services, Andy Tennille to Head Creative Services

WINSTON-SALEM, NC, March 26, 2009 – Excalibur Enterprises, Inc., a North Carolina-based marketing communications company with headquarters in Winston-Salem, today announced two additions to the management team that strategically position the company to help clients meet the changing needs of the evolving economy.

J.D. Wilson, co-founder and chief executive officer, named veteran development professional Britt Parrish as the firm's new director of advancement services and Andy Tennille as the director of marketing and business development.

"As we move more aggressively into the Creative Economy, as identified in the recent report from the Piedmont Triad Partnership and Alliance for Creative Advantage, our community's ability to attract top, young talent to the Piedmont Triad will be imperative to the region's future," Wilson said. "Along with their collective experience in providing development, communications and creative services, Britt Parrish and Andy Tennille bring new ideas and fresh perspectives to our management team, which will enhance our ability to deliver the kinds of measurable, results-driven marketing and communications strategies our clients demand, especially in this tightening economy."

With more than 10 years of experience in fundraising, alumni relations and advertising, Britt Parrish brings a unique combination of skills to Excalibur. While in the advancement office at the University of Richmond, Parrish was an integral part of the Major Gift team that raised more than \$200 million in the Transforming Bright Minds Campaign and instrumental in the success of the Annual Fund, which consistently generated more than \$5 million annually. In her role as associate director of alumni relations, she supported and guided three alumni boards and oversaw the selection of more than 20 scholarship recipients.

Prior to her time at University of Richmond, Parrish worked as an account manager for several national and international advertising agencies, helping to shape communications for such storied brands as The Ritz-Carlton, Champion Athletic Apparel, Papa John's Pizza, Lexmark Printers and Kentucky Tourism. An active community volunteer, Parrish is a member of the Women's Fund of Winston-Salem, managed by the Winston-Salem Foundation. She graduated from UNC-Chapel Hill with a Bachelor of Arts in communications and will be based in the Raleigh/Durham Triangle.

As director of advancement services, Parrish works with clients to analyze their current fundraising efforts and helps them create a comprehensive development and communications strategy for their organization. For more information about Excalibur's Advancement Services, please visit:

http://www.excaliburmail.com/index.php?option=com_content&view=article&id=4&Itemid=7.

Prior to joining Excalibur, Andy Tennille served as director of public relations at UTStarcom, Inc., a FORTUNE 1000 multinational telecommunications and networking equipment vendor with more than



7,000 employees worldwide and revenue of more than \$2.4 billion in 2007. At UTStarcom, Tennille drove the company's corporate messaging and product positioning, collaborating with the executive management team and worldwide marketing organization while managing public relations activities on a global basis.

Before joining UTStarcom, Tennille managed accounts for three networking clients at Engage PR, a full-service public relations and communications agency located in Alameda, CA. Prior to joining Engage PR, Tennille was a municipal government reporter at the High Point Enterprise. A published author, he holds a Bachelor of Arts degree in history and journalism from Wake Forest University and is a member of the National Advisory Council at the Arts Council of Winston-Salem and Forsyth County and the U.S.-based Advisory Board of the South African Education and Environmental Project (SAEP) in Cape Town.

For more information about Excalibur's Creative Services, please visit:

http://www.excaliburmail.com/index.php?option=com_content&view=article&id=5&Itemid=8

About Excalibur Enterprises, Inc.

Since 1972, Excalibur Enterprises, Inc. has earned a reputation for innovative, award-winning direct marketing services. Our diverse client base of non-profit organizations, educational institutions, regional and national businesses, government entities and international FORTUNE 500 corporations counts on Excalibur to deliver effective results, on time, on target and on budget.

For more information, please visit www.excaliburmail.com.

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