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ALCHEMY PR AND MARKETING ANNOUNCES OFFICIAL LAUNCH  
*Communications Industry Professionals on a Mission to Transmute Common Substance to Gold*

Phoenix, Ariz. [March 9, 2009] – Alchemy PR and Marketing, an award-winning duo of freelance marketing communications and strategic public relations professionals with experience ranging from small businesses to Fortune 500 companies, announces its official launch today. Alchemy Co-founders Diane Eichler, heading marketing, and Andrea Kalmanovitz, specializing in public relations, have a combined 29 years of experience in the communications industry.

“Andrea and I share great synergy and skill sets that complement and enrich each others’ efforts,” says Eichler. “PR and Marketing work intrinsically, so if you have one without the other in your communications program, you are likely missing great opportunities.”

Working on both the agency and client side of the public relations and marketing industries was a huge asset to fundamentally understanding client needs, thus the ultimate driving force to co-founding Alchemy PR and Marketing according to Kalmanovitz.

“Our decision to work as independent contractors is because we value the quality of life associated with it for both us and our clients,” states Kalmanovitz. “Our clients have the advantage of senior level professionals at the helm of their PR and marketing campaigns. Diane and I are a combo package – you get what you see, our work is not passed down to entry level staff.”

Eichler has experience in branding, marketing and advertising in integrated strategies for a wide variety of products and services from Andre Agassi/Steffi Graf to Apple. Eichler began her career in Los Angeles with acclaimed design agency COY. She subsequently moved to Toyota Motor Sales as a Director of Marketing and the advertising agency lead for the N. American launch of the Toyota Celica, Spyder and ECHO.

Kalmanovitz began her career in public affairs with the number one ranked non-publicly traded boutique agency in Southern California. Through media, community and government relations and crisis communications campaigns, Kalmanovitz earned awards for clients such as Harrah’s Entertainment Inc., D.R. Horton and the Tiger Woods Learning Center. The pair previously worked together for Tempe-based Avenue Communities and Trillium Residential where they supervised PR and marketing teams in-house.

Alchemy specializes in public relations programs such as media outreach, launches and grand openings, sponsorships and strategic alliances, crisis communications and issues management, social media, corporate communication and copywriting. Marketing expertise include brand and corporate identity,

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naming, marketing and media planning, media buying, print and design and advertising. For more information on Alchemy PR and Marketing, visit [www.alchemyaz.com](http://www.alchemyaz.com)

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*About Alchemy PR and Marketing*

*Named after the principal method of transmuting common substance to gold, Alchemy blends the complementary practices of creative marketing communications and strategic public relations. Alchemy differs from a traditional full service communications agency because the award-winning founders – Diane Eichler and Andrea Kalmanovitz – partner with clients as independent contractors. The duo heads each account directly with a high-level, holistic and multi-disciplinary approach. Founded in 2009, Alchemy has offices in Phoenix and Tempe, Ariz. For more information, visit [www.alchemyaz.com](http://www.alchemyaz.com).*