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**KATINA JORDAN JOINS ZIZZO GROUP ADVERTISING AND PR
AS SENIOR ART DIRECTOR**

MILWAUKEE – (March 8, 2010) -- Zizzo Group Advertising and PR (ZGA+PR) -- the region's most fearless, results-driven, integrated marketing firm-- has welcomed Katina Jordan to its creative team as senior art director.



In her new role, Jordan generates creative solutions for the firm's health care, financial and business-to-business clients. She helps drive strategic thinking, creative concepting and visual execution of ideas to ensure they effectively communicate the desired message to the target audience. She works alongside multi-media designers, web developers, copywriters and broadcast producers and editors.

"Katina's proven creative concepting abilities and strong track record of generating strategic visual solutions will contribute to the team's ability to continue to produce quality communications that deliver results," said Michelle Sieg, vice president, creative director.

Prior to joining ZGA+PR, Jordan worked with several regional agencies creating advertising in a variety of industries, including healthcare, financial, tourism, business-to-business and gaming. Examples of clients she's served include Potawatomi Bingo Casino, Lake Express High Speed Ferry and Columbia Center, a specialty hospital on the campus of Columbia St. Mary's.

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Jordan, a Milwaukee native, has a bachelor's degree in graphic design from Drake University. Jordan volunteers at several organizations including Milwaukee Achievers and The Guest House of Milwaukee. She is also the founder of the Milwaukee Multicultural Theatre Program where she enjoys singing and performing.

About Zizzo Group Advertising + PR

Zizzo Group Advertising and PR (ZGA+PR) is the region's most fearless, results-driven, integrated marketing communications agency. In providing counsel to a wide range of regional and national business-to-business and consumer clients, the firm creates programs that drive business and measureable results. The firm specializes in advertising, public relations, strategic media planning and buying, branding, marketing, research, online and social media, creative services, and health care marketing.

A Future 50 Company and a top-10 Milwaukee-area advertising agency, ZGA+PR works with many leading brands, including Cox Communications, Fifth Third Bank, Hearst Corporation, Journal Communications, Marquette University, Media General, The Midwest Airlines Center, The Milwaukee Brewers, Mount Auburn Hospital, Park Nicollet Health Services, Tribune Company, The University of Toledo and U.S. Cellular. ZGA+PR has been recognized as one of Milwaukee's "Best places to work" by Milwaukee Magazine. For more information, visit www.zizzogroup.com.

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