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NEW BUSINESS HEATING UP AT DUKE MARKETING WITH CHEVYS FRESH MEX® NATIONAL ACCOUNT

San Rafael, Calif. – February 1, 2002 – Duke Marketing™, an Integrated Marketing Communications firm, announced today it has won new business from Chevys Incorporated, the 173-unit national Mexican restaurant chain. Chevys has retained Duke Marketing to provide national public and media relations along with promotion and local store marketing consulting.

“We needed a marketing firm that had experience working with the press and a multi-unit organization on both a local and national level and Duke Marketing had that, so we knew they were the perfect fit for us,” said Darlene Hersh, Director of Marketing at Chevys Inc.

November of last year, Chevys hired Duke Marketing to provide public relations, advertising and local store marketing consulting to Chevys test concept store in Santa Rosa. Chevys Santa Rosa was chosen as a "test restaurant" and debuted the new generation of Fresh Mex® cuisine and was headed up by Duke Marketing.

“We couldn’t be more excited about working with Chevys on a national basis, and we expect the same success, if not more than we had in Santa Rosa,” stated Linda Duke, CEO and Principal of Duke Marketing.”

Duke Marketing provides a full range of services, including: strategic consulting and market positioning, image development, names, themes, and tag lines, writing, designing and producing advertisements, brochures, direct mail, Web sites, trade show materials and newsletters, as well as creating publicity, managing events, speaking engagements, and public relations.

Ms. Duke started her company in 1987 in Sacramento and San Francisco and has earned her reputation with some of the most profitable and successful multi-unit organizations in the world. Over the past fifteen years, Ms. Duke has gained valuable experience in national and international business, strategy, writing, new media, advertising and strategic marketing. Ms. Duke managed sales and marketing for HQ Business Centers with 186 operations all over the world. She has negotiated media in foreign markets, nationally and on a regional and local level. She has completed results-oriented business plans, corporate positioning plans, public relations and advertising strategies for McKesson Corporation, Noah's Bagels, Round Table Pizza Corporation, Starbucks Coffee Company and Papyrus Franchise Corporation to name a few. She is an adjunct professor at Golden Gate University San Francisco School of Business where she teaches Advertising Strategy, and also teaches “Marketing Management” and “Marketing Research” periodically at Sonoma State University.

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About Duke Marketing™

Duke Marketing is a privately held, California-based Integrated Marketing Communications company. Experts in providing Integrated Marketing Communications by applying classic disciplines and leading-edge techniques of advertising, public relations, research, creative and direct marketing to both traditional and new media companies. Duke Marketing combines a full range of services, on-target strategies, fresh ideas and creative concepts to offer complete solutions.

For more information, contact Duke Marketing at 415-492-4534 or via e-mail at info@dukemarketing.com the Company's web site is located at www.dukemarketing.com.

About Chevys, Incorporated

Based in the San Francisco Bay Area, Chevys, Inc. is the leading independent Mexican restaurant chain in the U.S., with more than 164 Chevys and Rio Bravo Fresh Mex® restaurants nationwide. Chevys originated the Fresh Mex concept in Mexican cooking. Fresh Mex® is a registered trademark of Chevys, Inc. For more information about Chevys family of restaurants, visit the company's website at www.chevys.com.

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