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## **DUKE MARKETING WINS NEW BUSINESS FROM PASTA POMODORO, PARTY AMERICA, AND IL FORNAIO**

**San Rafael, Calif. – March 31, 2003** – Duke Marketing™, an Integrated Marketing Communications firm, announced today it has won new business from Pasta Pomodoro, the contemporary Italian fast-casual restaurant chain based in San Francisco; Party America, the leading party supply store chain with 35 locations, based in Alameda; and Il Fornaio Restaurants, the fine Italian restaurant chain based in Corte Madera.

Pasta Pomodoro and Party America have retained Duke Marketing to provide public relations along with other marketing consulting.

“Duke Marketing has proved to be the best choice for us for our public relations activities,” said Marty Allen, President, Party America. “We’re expecting great things from Linda Duke since we are growing so quickly and have some real news,” said Cathy Clark, Director of Marketing, Pasta Pomodoro.

Il Fornaio has retained Duke Marketing for public relations in particular regions and will be providing consulting, strategy, planning and design on special projects.

“All my persistence has paid off,” said Linda Duke, CEO, Duke Marketing. “I had been calling on these three accounts for 2-8 years, and they finally decided to put us to the test!”

Duke Marketing specializes in multi-location marketing and currently Pasta Pomodoro operates 27 restaurants in the Bay Area, Orange County and Arizona; Party America has 35 locations west of the Rocky Mountains, and Il Fornaio has 23 restaurant locations.

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

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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.

### **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](mailto:info@dukemarketing.com) the Company’s web site is located at [www.dukemarketing.com](http://www.dukemarketing.com).

### **About Pasta Pomodoro**

See [www.pastapomodoro.com](http://www.pastapomodoro.com)

### **About Party America**

See [www.partyamerica.com](http://www.partyamerica.com)

### **About Il Fornaio**

See [www.ilfornaio.com](http://www.ilfornaio.com)

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