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DUKE MARKETING LANDS NEW BUSINESS FROM THE GIRL AND THE FIG RESTAURANTS & COOKBOOK

San Rafael, Calif. – November 17, 2003 – Duke Marketing™, an Integrated Marketing Communications firm, announced today it has won new business from The Girl and the Fig restaurants in Sonoma & Petaluma and the Fig Café & Winebar in Glen Ellen. The Girl and the Fig has retained Duke Marketing to provide marketing consulting, public relations, and product promotions, and will be handling media relations for “The Girl & The Fig Cookbook” published by Simon & Schuster which is due out in April 2004, as well as their product line of Fig Foods.

“With my cookbook coming out in 2004 and our fig products taking off, we really needed a pro to handle our publicity, and Duke Marketing has a great feel for what we need,” said Sondra Bernstein, Proprietor of The Girl and the Fig Restaurant Group. “We are delighted to work with Duke Marketing and give momentum to our growth plans.”

Duke Marketing specializes in multi-location marketing and currently The Girl and The Fig Restaurant Group operates 3 locations in the Bay Area, with more on the way. When Sondra Bernstein, founder and proprietor opened The Girl and the Fig in 1997, she called fare “country food with a French passion.” The reasonably priced wine list, a Wine Spectator Award of Excellence–winner, concentrates on wines made with Rhône varietals from California and abroad. Flights paired with cheeses are popular, and a good buy.

“When I walked into The Girl and the Fig in Sonoma and then met Sondra, I knew we were meant to work together,” stated Linda Duke, CEO and Principal of Duke Marketing. “The energy and creativity that The Fig and Sondra conveys is truly remarkable and promoting this award winning brand along with their products and cookbook will be an incredible journey,” she continued.

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.

Some of the multi-location companies Duke Marketing works with include: , Il Fornaio Restaurants, Rubio’s Restaurants, Party America, Chevys Mexican Restaurants, and A.G. Ferrari Foods to name a few.

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.

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