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DUKE MARKETING WINS RUBIO'S FRESH MEXICAN GRILL® ACCOUNT

San Rafael, Calif. – August 1, 2003 – Duke Marketing™, an Integrated Marketing Communications firm, announced today it has won new business from Rubio's Fresh Mexican Grill, the 144-unit national fast casual restaurant chain. Rubio's has retained Duke Marketing to provide local store marketing, new store openings along with promotion and strategic marketing consulting.

"We needed a marketing firm that knew how to drive sales at the local level and Duke Marketing has specialized in this area of marketing so we knew we could get our program off the ground," said Christy Geiling, Director of Marketing at Rubio's, Inc.

Rubio's, which started as a fish-taco stand in Mission Bay two decades ago, has grown into a 144-unit publicly held restaurant chain with operations in California, Arizona, Oregon, Colorado, Utah and Nevada.

"We are very excited about working with Rubio's Fresh Mexican Grill, and we have hit the ground running already and expect to show results within the next few months," 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.

Specializing in marketing for multi-location company's, Duke Marketing provides local store marketing, in-store promotions, new product roll out and communications, new store openings, POP and public relations, crisis communications and more. Some of the multi-location companies Duke Marketing works with include: Party America, Il Fornaio, 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.



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