

FOR IMMEDIATE RELEASE

Promising Business Growth Prompts New Hires at SNG

- Ann Norman, Greg DeLong and Kyle Henderson Bring Unique Experience and Background to Snapp Norris Group -

Salt Lake City—Oct. 25, 2006—On the heels of additional new client acquisitions, strategic public relations firm Snapp Norris Group (SNG) announced today the appointments of Ann Norman, Greg DeLong and Kyle Henderson to the agency's growing team.

Ann Norman comes to SNG from United Nations Development Programme (UNDP) where she served as a consultant and led the development and implementation of the national communications strategy and policy for the country of Sierra Leone in West Africa. She joins SNG as a senior public relations associate, contributing more than ten years of PR and communications expertise to SNG. Her diverse background includes executive positions at New York-based Coltrin & Associates, Norman Communications in Los Angeles and Target Corporation in San Francisco. She has also lead communications teams for Intermountain Health Care, OC Tanner and ONEWORLD Software Solutions in Amman, Jordan.

"SNG has a solid and credible team of experienced PR professionals, and I am excited to be counted among them," Norman said. "SNG is on a strong growth path, and has an excellent performance record. I look forward to building on their regional and national momentum."

Joining SNG as an associate, Greg DeLong formerly worked for Tahitian Noni International, where he worked as a market communications specialist. DeLong is a graduate of Brigham Young University where he received a bachelor's degree in public relations.

Rounding off the trio is Kyle Henderson, who will also be joining as an associate. Before coming to SNG, Henderson worked for Spring Communications as a customer life cycle supervisor. Henderson has a bachelor's degree in communications from Brigham Young University-Idaho.

"Each of these individuals brings a unique background and PR expertise to our organization," said Leslie Norris, executive strategic director and managing partner for SNG. "SNG continues to be received well by the local and national business communities. As a result, we are making every effort to provide clients with qualified and unique teams to work with."

About Snapp Norris Group

Snapp Norris Group (SNG) is the leading public relations agency in Utah, building on a long-standing reputation for excellence in public relations and strategic council. Currently, SNG is positioned among the nation's top 20 mid-size technology PR agencies. Providing all aspects of public relations planning and execution, SNG provides the key communications elements companies need to build a strong market presence in today's fast-paced and challenging world.

In 2006, SNG received *Connect Magazine's* Readers Choice Award for Best PR Firm, and Managing Partner Leslie Norris was recognized as one of Utah's Top 30 Women to Watch and one of vSpring Capital's Top 100 Entrepreneurs for 2006. Additionally in 2006, SNG was named a Utah Valley Entrepreneurial Forum's (UVEF) "Top 25 Under 5" for the second consecutive year, in competition with more than 100 Utah-based companies. SNG partners also serve in an advisory capacity to the Utah Technology Council (UTC) and MountainWest Capital Network (MWCN).

For more information about Snapp Norris Group, please call 801-208-1100, or visit www.sng.com.

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