

FOR IMMEDIATE RELEASE
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**DONER CONTINUES TO ENHANCE SENIOR LEVEL STRATEGIC
PLANNING RANKS WITH NEW HIRE OF LISA RIOS**

(Southfield, Mich.) – Lisa Rios has joined Doner as senior VP, strategic planning, where she will be responsible for the business analysis, brand positioning and strategic planning for several of the agency's accounts. The announcement was made by David DeMuth, Doner co-CEO, president.

“Lisa brings a depth of experience from a wide range of markets, helping to give her an interesting perspective on the best ways to engage with consumers,” said DeMuth. “Her fresh outlook on the business makes her a good addition as we continue to enhance our strategic planning capabilities.”

Bringing 15 years of experience to Doner, Rios most recently served McCann Erickson, Birmingham, Mich., as senior VP, director of strategic planning. In this position, she led the brand planning and advertising strategy for the ALDI grocery store and Saab accounts. During her time at McCann Erickson, Rios was part of the team that designed and moderated a series of consumer research engagements that led to the successful Buick Lucerne “Beyond Precision” launch campaign that resulted in a Gold David Ogilvy Award from the Advertising Research Foundation.

Prior to McCann Erickson, Rios spent several years at Rubin Postaer and Associates (RPA), Santa Monica, Calif., where she held various strategic planning positions. While there, she developed brand platforms and communication strategies for a range of categories including QSR, automotive, children's toys, health insurance, men's retail clothing and alternative medicine.

Rios received a bachelor's degree in advertising from Syracuse University, Syracuse N.Y.

About Doner

Based in Southfield, Mich., Doner is an independent agency with offices in the United States and London, serving clients including Amazon.com, The Coca-Cola Company, ADT, DuPont, The Coleman Company, Shell Oil, AutoTrader.com, Cox Communications, The UPS Store, Wilson Tennis, Owens Corning, Chiquita, and Avery Dennison. As a full-service, performance-driven agency, Doner focuses on creating ideas that change the destiny of brands through creativity. Please visit our website at www.doner.com.