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DONER WELCOMES FOUR REGIONAL BRAND LEADERS

*Employees Bring Extensive Field Marketing
Experience to Serve Perkins® Restaurant & Bakery Account*

(Detroit) – Doner has hired four new employees to create a field marketing team for the Perkins® Restaurant & Bakery, each focusing on a different region. Sterling “Chip” Apthorp, Patricia Cullen and Alex Keto have joined Doner as VP, regional brand leaders, and Emily Beach joins as a regional brand leader. In these roles they will be responsible for account management and local store marketing, each working with specific Perkins locations to promote the brand in targeted areas.

“Our new field marketers each bring a wealth of knowledge in franchise and corporate field marketing, which will be a huge asset as we look for new ways to help Perkins grow brand equity and restaurant traffic,” said David DeMuth, co-CEO, president, Doner.

Apthorp rejoins Doner after originally holding the position of field account director for two years working on the Mazda North America account. He brings 20 years of extensive industry experience with an emphasis on brand building, online media management, integrated marketing strategies and entrepreneurial team leadership. Throughout his career he has held a wide range of roles for brands including Ponderosa, McDonald’s, Church’s Chicken, Saturn, Nissan and Chevrolet. Apthorp holds a bachelor’s degree in journalism advertising from Indiana University, Bloomington, Ind.

With 15 years of experience, Cullen joins Doner as a skilled strategic and tactical marketing leader with experience in developing and executing integrated marketing programs. She brings client and agency experience with expertise in understanding corporate objectives and creating results-driven marketing programs for those objectives. Her client experience includes work for Dunkin’ Donuts, Baskin-Robbins, To Go Brands, Walt Disney World Resort and Colonial TownPark. Cullen received a bachelor’s degree in journalism from the University of Central Florida, Orlando, Fla. and a master’s degree in integrated marketing communications from West Virginia University, Morgantown, W.Va.

Keto brings over 20 years of experience to Doner with an emphasis in franchise and corporate field marketing for the profit and nonprofit industries. Having owned a Blimpie Subs and Salads franchise restaurant, his experience includes franchise ownership as well as corporate marketing for several brands within in the Quick Service Restaurant (QSR) industry including Burger King Corporation, Carlson Companies, Wendy's International and Applebee's International. Keto received a bachelor's degree in journalism advertising from the University of Minnesota, Minneapolis, and a master's degree in leadership from Augsburg College, Minneapolis.

Bringing nearly ten years of account management experience in the QSR industry, Beach has worked on brands including Domino's, Taco Bell, Buffets and Cosi, Inc. Beach rejoins Doner, having previously served as account manager working on the Buffets account. In this role she managed all merchandising, collateral and outdoor assignments for over 600 Buffet restaurants. Beach earned a bachelor's degree in business advertising from Ferris State University, Big Rapids, Mich.

About Doner

Based in Detroit, Doner is an independent agency with offices in the United States and London, serving clients including Chrysler Group LLC, Amazon.com, The Coca-Cola Company, ADT, DuPont, The Coleman Company, Shell Lubricants, AutoTrader.com, Cox Communications, The UPS Store, Wilson Tennis, Choice Hotels International, 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.