

For Immediate Release

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Branding Expert joins McLellan Marketing Group

Des Moines, IA – October 27, 2008 - McLellan Marketing Group (MMG) is pleased to announce the addition of Mark True to their staff. True honed his skills at several agencies in Central Iowa and a stint at Kemin Foods and brings 20+ years of experience to the agency.

“I’m elated to be able to offer MMG clients the level of expertise that Mark brings to the table. His passion for clients and branding is a perfect fit with both our own brand and the most complex and important of the work we do with clients,” said Drew McLellan, the agency’s founder and Top Dog.

True joins MMG as the Brand Warrior and will be working directly with clients to help them define and develop their brand. He also blogs at BrandHappens (www.BrandHappens.com)

McLellan Marketing Group is a full-service marketing agency specializing in helping clients discover their story so they can create love affairs with their customers.

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