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**LaBreche Announces Major Promotions**

*Laura Boyd, Jacob Trippel Appointed to Leadership Positions*

**Minneapolis – October 4, 2007** – Minneapolis-based reputation management agency LaBreche announces the promotion of Laura Boyd to president and Jacob Trippel to chief financial officer.

Laura Boyd has been with LaBreche since 2006 when she was brought on as a principal. In her role as president, Boyd will continue to foster organizational growth and serve as the lead on business development for the agency. She utilizes her 15 years of marketing and communications experience by providing strategic counsel to clients in addition to managing client services. Boyd also represents LaBreche through a number of leadership positions in the community, including her membership on the advisory board for Klein Bank in Chanhassen, board of directors for Minnesota Viking Matt Birk's HIKE Foundation, the Woman's Club and the St. Michael's Lutheran Church Parish council. She earned her masters of organizational leadership from The College of St. Catherine. Prior to joining LaBreche, Boyd served as director of marketing and business development for Froehling Anderson and chief marketing officer for LarsonAllen.

Jacob Trippel has served as a principal and vice president of operations with LaBreche since joining the firm in 1997. In his new role as chief financial officer, Trippel will oversee information systems, finances and administration to the firm. Prior to joining LaBreche, Trippel held managerial, financial and technological positions with a Twin Cities advertising agency and global corporations Imation and 3M.

"I am delighted to announce the promotions of these talented and dynamic senior staff members," said Beth LaBreche, CEO. "Both Jake and Laura play integral roles in the firm, and their unique skill sets will be critical as we look to expand our services and meet our growth goals."

The twin set of high profile promotions come in the wake of a significant growth year for LaBreche. In February, LaBreche announced the formation of a marketing and communications group to provide cutting edge strategy and design for clients.

"These are exciting times for us," LaBreche said, "We owe much of our significant growth and expansion of services to visionaries like Jake and Laura."

# NEWS RELEASE

About LaBreche:

Minneapolis-based LaBreche is a full-service reputation management agency founded in 1990 that specializes in strategic communications planning, public relations and marketing and communications. LaBreche builds, strengthens and protects the reputations of its clients, which include medium-sized businesses to *Fortune* 100 companies. As a member of Public Relations Organisation International, LaBreche has affiliate agencies in 24 countries worldwide. For more information, visit [www.labrechereputations.com](http://www.labrechereputations.com).

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