

**For Immediate Release**

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## **Kendal King Group Adds Two Employees**

*Hirings keep emphasis on full-service retail marketing philosophy*

KANSAS CITY, Mo. (June 10, 2009) – Kendal King Group has two new executives to help expand and strengthen offerings for clients.

Landon Nobles is the company's new vice president of operations. He will work primarily from the company's Bentonville, Ark., office. Susan Santone has joined Kendal King Group as marketing services manager, working at the company's headquarters.

Kendal King Group, which specializes in retail marketing solutions for premier retailers and top brands, employs more than 30 people in its three offices: the Kansas City, Mo., headquarters, Bentonville, Ark., and Guangzhou, Republic of China.

"I wanted to come to Kendal King Group because of the work the company does," he said. "Kendal King Group is able to give clients more than just branding advice, signage or a product display – it's able to help its clients show store buyers how products can be integrated into the aisles. That's all-important in the ultra competitive retail world these days."

Nobles comes to Kendal King Group after a long career with Walmart. Most recently he was director of in-store presentation. Nobles worked for the retailer in a number of departments and had the chance to get to know Kendal King Group through a number of projects.

Santone most recently was with American Italian Pasta Co. as senior marketing manager for brands and new products. At Kendal King Group, she will work with clients on developing their strategic plans for in-store marketing to allay with their creative goals.

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“We’ll be doing a lot with research, focus groups, working to get consumer insight to help our clients reach their customers more effectively,” she said.

Nobles and Santone’s wealth of experience from the retail world will only enhance Kendal King Group’s client work, said company president Drew Loboda.

“We are first and foremost marketers designing in-store solutions,” Loboda said. “Our value proposition has always been designing from two directions. Having Landon on board overseeing our execution and Susan on the front end of marketing only strengthens our full-service offerings to clients.”

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Kendal King Group, an established leader in retail marketing solutions for premier retailers and top brands, offers over 20 years of experience in strategy, design and execution of retail displays and programs. Kendal King Group operates offices in Kansas City, MO; Bentonville, AR; and Guangzhou, China. For more information, please visit [www.kendalking.com](http://www.kendalking.com) or call (800) 542-9882.