



Grace Lazzara Joins Buffalo, New York, Advertising, Marketing and PR Agency eXubrio Group LLC as New Partner

Grace Lazzara joins Buffalo, New York, Advertising and Marketing Agency eXubrio Group LLC. Grace is eXubrio Group's newest partner, joining Robert Klingensmith and Paul McAfee. Grace will lead the firm's creative activities, with emphasis on results-focused writing and design. In her leadership role, Grace will oversee graphic design, advertising creation, copy writing, website design and content creation, and all other creative functions.

Buffalo, NY (PRWeb) February 6, 2007 -- Grace Lazzara joins eXubrio Group LLC as the agency begins its second year. In late 2005, eXubrio Group LLC launched as Buffalo, New York's, newest full-service advertising, marketing, and public relations firm.

Grace Lazzara becomes eXubrio Group's newest partner, joining Robert Klingensmith III and Paul McAfee. Grace will lead the firm's creative activities, with emphasis on results-focused writing and design. Grace has worked with eXubrio Group's other partners for five years, helping the agency to design and implement marketing strategies that drive revenue growth for its clients.

The year-old agency provides advertising, marketing, PR, and sales support, to businesses seeking rapid growth. The agency's value proposition is:

- Sales should deliver profitable revenue.
- Marketing should deliver sales.
- You should spend less to get there.

Services that eXubrio Group provides include marketing strategy creation, value proposition and key message analysis, marketing plan development, marketing plan audits. The marketing and PR firm creates and implements public relations and marketing communications strategies. The firm delivers in all areas of marketing, such as advertising, literature, trade shows, website development, search engine optimization, and sales promotions.

As 2007 begins, the three partner companies that own eXubrio Group LLC are:

- G. Lazzara Inc. - Owner Grace Lazzara provides the creative leadership to eXubrio Group. Grace has over 20 years of public relations management experience. Her past clients include The Alcott Group Kodak, Element K, Kaleida Health, and SUNY University at Buffalo.

- eXubrio, LLC - Paul McAfee's consulting firm, eXubrio, LLC, has helped clients nationwide improve the impact on sales growth of their marketing activities, while reducing expense budgets. Paul began consulting in 2000, and was a founder of eXubrio Group in late 2005. For more information, visit [eXubrio](#).

- Noein Inc. - Noein Inc, through the leadership of company President Robert Klingensmith III, provides companies with data-driven web marketing activities, ensuring that websites create qualified leads and sales



growth. Noein has worked with eXubrio Group's partners for over four years. For more information visit [Noein](#).

eXubrio Group LLC provides services that range from fundamental marketing strategy development through all areas of advertising, public relations, and marketing material production. Clients realize better impact on sales from their marketing activities while they control - or even reduce - their marketing expenses.

Since its formation one year ago, eXubrio Group has served dozens of clients in Western New York and nationally. The advertising agency owns a partner company - eXubrio C-Level Leads, LLC - that makes sales appointments at the Vice President to CEO level for its clients. For information about eXubrio C-Level Leads, visit [eXubrio C-Level Leads](#).

eXubrio Group has its main office in a Buffalo suburb, at 1517 Kenmore Ave., Kenmore, NY, with second office in Amherst, New York. For more information, and a complete client list, visit [eXubrio Group](#).

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**Contact Information**

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