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Direct Marketing and Communications Agency Launches West Coast Operations with Appointment of Riggs Eckelberry, Tech Industry Veteran

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WESTPORT, Conn.--(BUSINESS WIRE)--Feb. 5, 2004--Crossbow Group LLC today announced the appointment of Riggs Eckelberry, technology marketing veteran, as Managing Director, West Coast Operations. Based in Marina Del Rey, CA, Riggs will be responsible for business development and client support for high tech and financial services companies requiring results-oriented customer acquisition and retention programs.

According to Crossbow Group President Jay Bower, "Riggs has the industry knowledge and creative problem solving skills needed to provide tremendous value to both current and prospective clients in our target industries. His strategic vision and track record of success in driving results is a perfect fit for an organization like ours that thrives on taking on the complex challenges our clients face every day."

Prior to joining Crossbow Group, Riggs founded TechTransform, the technology marketing and sales consultancy, which he continues to serve in an advisory capacity. He also served as Managing Director for NetCatalyst, was Vice President of Marketing for Trivida and managed marketing and direct response initiatives for Micro House International and Panda Software. In the area of new product launches, Riggs directed the introduction of CleanSweep 95 for Quarterdeck, which evolved into a global brand for the firm.

Riggs' enthusiasm for the venture is very high: "Crossbow Group is such a cool outfit. They have an impressive client roster and specialize in the quick execution and multi-channel mix that these interactive times demand."

About Crossbow Group

Crossbow Group is a full-service marketing and communications agency with expertise in developing high impact programs that drive measurable results - across the entire spectrum of communications media.

Crossbow Group excels at developing creative marketing solutions that overcome the challenges associated with acquiring, retaining and managing customers. With a solid grounding in the discipline of conventional and interactive direct response, Crossbow Group ensures that all communications work together as an integrated whole to achieve an ROI that meets or exceeds client expectations. The firm's client list includes Intuit, Pitney Bowes, the Christopher Reeve Paralysis Foundation, Scholastic and other well known brands.

For more information about the company, go to

www.crossbowgroup.com

or call 203-222-2244.

To contact Riggs in the Marina Del Ray, California office, call 310-577-0800.

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