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## Hoggan Adds New Tech-Savvy VP from San Francisco

For Immediate Release

November 28, 2007

**Vancouver, B.C.** - James Hoggan and Associates Inc. (Hoggan) is pleased to announce the appointment of Kristin Treat as Vice President and Senior Counsellor.

In her new role, Kristin provides senior strategic counsel to a wide range of Hoggan clients including local technology leaders such as Business Objects, Electronic Arts and Glentel. She has more than 13 years of marketing communications and public relations experience in agency and corporate settings with both technology and consumer organizations, from start-up ventures to public companies. She has a proven ability to develop and execute strategic and tactical communications programs in dynamic markets that generate measurable results.

Kristin most recently joins Hoggan from a global public relations firm in San Francisco and has diverse experience in providing strategic counsel and high-level program management. Ongoing activities have included strategic planning and message development, reactive and proactive media relations as well as issues and event management.

Prior to joining Hoggan, Kristin has represented well-known technology players such as Hewlett-Packard, QUALCOMM, and Tektronix (now Xerox) as well as start-ups including Primus Knowledge Solutions (now ATG), Onyx, and Totality Corp. She has also created and managed national communications programs for established consumer brands including Pfizer, Mission Foods, and Nature Made Vitamins and helped drive crisis communications programs for Alcoa and Korean Air. She has significant event management experience with her work on HP, ITT Sheraton, Noble House Hotels & Resorts, and The Hogue Cellars.

Kristin graduated cum laude with a Bachelor of Arts degree in communications with an emphasis in public relations and dual minors in sociology and business administration from Washington State University in Pullman.

James Hoggan and Associates Inc. is a leading Vancouver public relations firm, specializing in corporate and investor communications, environmental communications, media relations and crisis communications. Clients include Business Objects, CENTURY 21 Canada, Capers Community Markets, Land Title and Survey Authority of British Columbia, Electronic Arts Canada, Canadian Tire and the NorthWest CruiseShip Association.

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