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FOR IMMEDIATE RELEASE

ESTEY-HOOVER ADVERTISING ON THE MOVE

Newport Beach, CA (August 2009) – Estey-Hoover Advertising and Public Relations, Orange County's oldest member of the American Association of Advertising Agencies (AAAA) has literally grown up in Newport Beach over the last 35 years. The Agency recently embarked on only its second relocation in its long history in the city. Taking advantage of today's favorable tenant market in California and a desire for a more independent hands-on landlord, the Agency decided to move to 20201 S.W. Birch Street, less than 100 yards away. According to Irvine resident and agency President Dan Hoover, "Our first six years were on Campus Drive and then we moved up the street to Irvine Avenue, our home for the last 29 years. Obviously we like the area and we can still keep the same phone number."

After so many years at one location, Estey-Hoover wanted to make sure that the move would be seamless as well as painless. "Our new landlord, Aram Bassenian of Bassenian/Lagoni Architects has gone out of his way to provide a pleasant transition and welcoming environment. I suspect we will be here for a decade or two," concluded Hoover. "In fact, we are really looking forward to having our clients, old and new, stop by to visit the new home of Estey-Hoover."

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