



MARKETING COMMUNICATIONS / PUBLIC RELATIONS

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**HUMA GRUAZ, PRESIDENT OF ALPAYTAC INC., NAMED
BRAND MARKETER OF THE YEAR FINALIST**

PR News Names Chicago PR Agency President Among the Best

Chicago, IL — Huma Gruaz, founder and president of Alpaytac Inc., has been named one of the nation's top three "Brand Marketers of the Year" by *PR News*. Gruaz was honored at the 2008 PR People Awards in Washington D.C. on November 6, 2008. Hosted by *PR News*, these annual awards showcase top industry professionals who have demonstrated outstanding achievements in public relations and marketing. Gruaz's work with leading housewares company Shark Euro-Pro, the founding client of the agency, in addition to the rapid growth of the agency helped Gruaz stand out amongst an impressive list of finalists

"Huma and her team at Alpaytac consistently deliver outstanding results for Euro-Pro, showing a rare commitment and drive to achieve a high level of ROI that is well above industry standards," said Jeff Frankel, Vice President of International and Direct to Consumer Sales for Shark Euro-Pro. "Given Huma's impressive expertise in brand marketing and her dedication to achieve success for her clients, this prestigious recognition is well deserved."

Gruaz founded Alpaytac in 2004, and has since built the company into one of the premiere public relations agencies in the nation. Along with a team of elite professionals, Huma applies her expertise in publicity and integrated marketing to a diverse set of clients including housewares, consumer technology, business to business, travel, fashion and health and beauty.

An expert in public relations and marketing with over 15 years experience in the industry, Gruaz has worked with leading brands all over the world. She has been instrumental in developing new product categories in the consumer electronics and housewares industries, and has been recognized as a principal contributor to Shark Euro-Pro's success in the launch of its new products for the past four years. Gruaz is a graduate of Northwestern University's Kellogg School of Management with a Master of Business Administration and is a Magna Cum Laude graduate of Bryn Mawr College with a double major in Economics and Fine Arts. Fluent in 4 languages, Gruaz's global expertise along with her creative background have been key to her success.

"To receive this recognition is a great honor, and a testament to our dedication," said Gruaz. "While being recognized by *PR News* is a terrific accomplishment for me, I could not have achieved this without my outstanding team at Alpaytac, who worked so hard to deliver the results that earned this distinction."

The winners of the PR People Awards were named at a luncheon on November 6, 2008 at the National Press Club in Washington D.C. To learn more about Alpaytac, visit www.Alpaytac.com.

About Alpaytac Inc.

Founded in 2004, Chicago-based Alpaytac Inc. is one of the fastest growing public relations and marketing communications agencies in the country. Focused on providing clients with premium service, Alpaytac strives to create ROI-minded marketing campaigns to build brands and increase bottom lines through strategic, measurable programs. Clients span the housewares, consumer electronics and business-to-business technology industries, among others. For more information, please visit www.alpaytac.com.

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