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Contact: Nancy Walker, President
Walker Brands
813.875.3322
nwalker@walkerbrands.com

Walker Brands Secures Five New Clients

TAMPA, Fla. (May 10, 2012) – Walker Brands, a Tampa-based destination and corporate branding firm, has been engaged by the following clients to conduct various brand strategy, communications and consulting services:

- **Aubrey Organics** retained Walker to evolve the brand strategy for this all-natural cosmetics company established in 1967.
- The new owners of **BayWalk, The Edwards Group**, engaged Walker to create dramatic window graphics for this Downtown St. Petersburg retail complex being revitalized.
- In addition to Nancy Walker serving on the Board of Advisors for **EVOS**, Walker is assisting this Tampa-based quick-service restaurant chain with evolving its brand story and planning new customer touch points inspired by that strategic platform.
- **Garrison Developer Group** engaged Walker to assist with strategic brand planning for the company's waterfront residential community, The Preserve at Alafia.
- **St. Luke's Cataract and Laser Institute** has engaged Walker to define the brand strategy and develop preliminary communications materials for this organization's new Clearwater location.

"We believe the brand is a company's most powerful asset," said Nancy Walker, president of Walker Brands. "We are pleased to be partnering with these clients to evolve the strategy and story of their brand to drive greater business success."

About Walker

Walker Brands is an award-winning branding firm that helps clients bring their brands to life across all touch points, including their physical and online environments. Walker "connects people to places" by creating distinctive strategies that inspire memorable brand experiences to attract more customers, build loyalty and drive revenue. Walker's unique understanding of branding places is showcased in its Gold LEED-Certified "green" office, an innovative and collaborative space reflects Walker's brand personality and creative culture.

For more information, please visit www.walkerbrands.com.