

**FOR IMMEDIATE RELEASE**

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**PETER WERNECKE JOINS CONCENTRE COMMUNICATIONS, INC.**

MADISON, Wisconsin – Concentre Communications, Inc., a branding, marketing and public relations agency, announced today that Peter Wernecke has been appointed Manager, Client Services.

Peter, a seasoned marketing professional, brings 15 years experience creating, managing and implementing marketing strategies for companies of all shapes and sizes. In his new role leading Concentre's client services activities and account executive staff, Peter will work alongside Concentre clients in the development and execution of strategic marketing and public relations activities.

"Peter brings a unique combination of hands-on experience and insight to Concentre and its clients," noted company president Jennifer Woomer Dinehart, company president and CEO. "His extensive involvement on both corporate and agency sides gives clients a real-world perspective they appreciate and trust. That kind of collaborative relationship is ideal and what we always strive to establish with our customers. We're fortunate to have Peter as a key staff member."

Prior to joining Concentre, Peter was the marketing director at TCS Basys Controls, a national enterprise software developer. Other positions include marketing management in consumer products and regional telecommunications services, as well as account supervision for a Milwaukee marketing communications agency.

Peter has a bachelor's degree in English and Communication Arts from the University of Wisconsin.

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**About Concentre Communications, Inc.<sup>®</sup>**

Founded in 1980, Concentre Communications, Inc.<sup>®</sup> is a recognized leader in strategy-based brand identity. The agency provides customized services in marketing, public relations, advertising, graphic design and a complete range of Internet services, including Website design, e-mail marketing, Web advertising, site marketing, e-commerce development, Website optimization and site hosting. Concentre is well known for its business-to-business work and continues to impress the advertising industry with its expanding consumer services. The Madison, Wis.-based firm's slogan is – Think Green. Think Creatively.<sup>®</sup> More information can be found at [www.concentre.us](http://www.concentre.us).

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