



For Immediate Release

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**Pinnacle Worldwide Adds Red Sky Public Relations
to its International Roster**

WAYZATA, MN, June 29, 2009 – **Red Sky Public Relations**, Idaho’s largest and most experienced public relations agency, has been elected as the newest member of Pinnacle Worldwide, a global network of independent public relations agencies with nearly 50 members around the world.

Founded in March 2008, Red Sky offers more than 40 years combined communications experience, providing clients with a full array of sophisticated public relations strategy and tactics to meet their business or organizational objectives. The agency has a growing client list, including SUPERVALU, Idaho Department of Commerce, Idaho Division of Public Transportation, Meridian Development Corporation, Primary Health, College of Western Idaho, CradlePoint Technology and Ski Idaho.

“Being accepted as one of a select group of Pinnacle partners is an honor for Red Sky, along with the opportunity to work in partnership with some of the best public relations agencies around the world,” said Red Sky President Jessica Flynn. “We look forward to contributing to the breadth of practice expertise the network provides and to leveraging the global capabilities of Pinnacle on behalf of our clients in Idaho and across the West.”

“I am very pleased to have Red Sky Public Relations join Pinnacle Worldwide,” said David Marriott, CEO of Gogerty Marriott, Inc. in Seattle, Wash. and president of Pinnacle Worldwide. “They bring a wealth of experience to the table, and although they launched little more than a year ago, Red Sky is already expanding in terms of staff and clients. They are an exciting addition to the Pinnacle network.”

For more information on Red Sky Public Relations, please visit www.redskypr.com. For more information on Pinnacle Worldwide, please visit www.pinnacleww.com.

ABOUT PINNACLE WORLDWIDE

Founded in 1976, Pinnacle Worldwide, Inc. is an international corporation of independently owned public relations firms with offices in 45 major cities around the globe. Its members develop and implement strategic communications plans that influence audiences on both a regional and global scale.

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