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Contact:           Roxy Taravati  
                      Maricich Brand Communications  
                      1124 Main Street, Suite B  
                      Irvine, CA 92614  
                      Tel. 949-223-6455  
                      Fax 949-223-6451  
                      roxy@maricich.com

**Maricich to Host National Marketing Conference**

*Agency Brings Annual Transworld Advertising Agency Network Meeting to Orange County*

**Irvine, CA, July 25, 2008** – Maricich Brand Communications, a full-service marketing and brand development agency headquartered in Irvine, is pleased to announce that it will host the Transworld Advertising Agency Network (TAAN) Summer Conference in Laguna Beach, California, August 6<sup>th</sup> through 9<sup>th</sup>, 2008.

TAAN is a network of national and international marketing agencies recognized as communications experts. This year's conference has nineteen attendees from across the United States and three international attendees from Buenos Aires, Mexico City and Moscow. Fostered under the premise that shared knowledge drives the goals of TAAN agencies, conferences are held biannually at various national and international locations.

This year's conference theme, Managing Relationships, will focus on improving working relationships between marketers and agencies in addition to using social networking sites as a marketing instrument. "We're thrilled to be hosting this year's conference," says Mark Maricich, CEO. "It's always a privilege to meet and exchange ideas with our affiliate agencies, and we're excited to be welcoming agencies from around the world to Orange County."

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**About Maricich Brand Communications**

Maricich, a brand communications agency, specializes in making complex information understandable for organizations that market lifesaving brands, based upon a unique insight of how consumers, professionals, and communities make health and safety decisions. Founded in 1986, Maricich is headquartered in Irvine, California, and has 53 affiliate offices worldwide. Detailed information on the company can be found at [www.maricich.com](http://www.maricich.com).