



ALDAY COMMUNICATIONS

I N C O R P O R A T E D

FOR IMMEDIATE RELEASE

November 2006

CONTACT: Alday Communications

615.791.1535

pr@aldaycommunications.com

MATT TOY JOINS ALDAY COMMUNICATIONS AS ACCOUNT EXECUTIVE

FRANKLIN, Tenn.—Matt Toy has joined Alday Communications, Inc. (ACI) as an account executive, announced Mike Alday, president. In this role, he will be responsible for managing the agency's relationships with various clients including public relations campaign development and execution.

"Matt has great experience in the sports arena which matches up nicely with many of our core clients," said Alday. "We look forward to him bringing a new perspective to our existing clients as well as providing valuable input to our business development activities."

Toy is a graduate of Miami (Ohio) University and has a master's in Sports Administration from Belmont University. Prior to joining ACI, Toy served as director of public relations for Third Coast Sports. He has worked with the Tennessee Titans and Nashville Kats public relations offices, ABC Sports and the Miami (Ohio) University athletic media relations office.

Founded in 1994, Alday Communications, Inc. is a nationally competitive, full-service public relations and marketing agency located in Franklin, Tenn. Specializing in strategic communications, ACI serves clients of all sizes across a variety of industries and has special expertise in the industries of golf, footwear, publishing, sporting goods and gardening. For more information, visit www.aldaycommunications.com.

###