

# OneDiaspora Group

Press Release

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PRESS RELEASE  
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## COMMUNICATIONS PLUS LACES UP \$3 MILLION CAMPAIGN FOR WORLDWIDE FOOTWEAR

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AGENCY PRODUCES NATIONAL TV SPOTS AND COORDINATES  
GRAND OPENINGS AND SUSTAINING MARKET  
PROMOTIONS FOR FOOTWEAR RETAILER

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Los Angeles, CA – Sept. 12, 2009 -- Displaying its ability to meet a general market client's integrated marketing needs, Communications Plus, Inc. (CPI), the nation's premiere multicultural marketing and advertising agency, has completed three 30-second television spots for Worldwide Footwear's "Get Fitted" promotion. The media campaign, with billings estimated at \$13 million, marks CPI's second general market project for the athletic footwear company.

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"Relationships are key in every aspect of business," says J. Dorian Durrah, Chairman and Executive Creative Director of Communications Plus Holdings LLC, the agency's parent company. "Based on the success of our previous work with Worldwide Footwear, they approached us about handling their annual campaign. We jumped at the opportunity."

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The taggable TV ads provide Worldwide Footwear corporate, franchise and international stores with commercials appropriate for use in the top 50 metropolitan markets. The three spots revolve around Worldwide Footwear's "Get Fitted" campaign and feature everyday people participating in a variety of sports and fitness activities with a musical cadence that accentuates the "get fitted" message.

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The agency also coordinated all the advertising and event sustaining market promotions for the grand openings of 15 corporate locations throughout the country. CPI began producing the store openings in the fourth quarter of 1999 and continued through this year, with more planned for the coming months.

Worldwide Footwear, Inc. is a privately owned international athletic footwear retailer, operating more than 100 corporate and franchise stores in 20-plus countries. Founded in 1981, the Plainfield, NJ-based company is a subsidiary of Retail, Inc., a Brazilian food retail conglomerate with interests in fashion, home improvement, sports and real estate.

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Founded in 1986, CPI has vast experience in developing integrated marketing programs to reach America's diverse consumers. Its clients include America Honda, The President's Anti-Drug Media Campaign, The Centers for Disease Control, Health Care Finance Administration, and Mandalay Bay Resort and Casino, among others.

Communications Plus Holdings LLC is the nation's first and only minority-owned marketing and communications holding company. Along with CPI, its properties include The Pronto Group, a New York City-based multicultural strategic consulting firm, and Rainwell Research, a premiere multicultural research company.

For more information, please contact Chris Cathcart at 323/850-8982 or Chris@OneDG.com.

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**Note: Information below is not a part of the official press release.**

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