



**Situ8 New Hires
04/21/09**

Situ8 is proud to announce the hiring of its two newest Situationists.

First, Emily Gifford will serve as the agency's head of recruiting as Talent Director. Gifford has over 10 years of experience in developing customized staffing solutions for Fortune 500 brands. She joins Situ8 from Relay Worldwide where she was the company's HR Director.

Fellow Relay Worldwide alum, Erik McKinney, also joins the team as Vice President. Throughout his 10 year career, McKinney has worn many hats but has maintained a focus of building experiential campaigns that create meaningful relationships between brands and people. During his tenure at Relay, McKinney served as Account Director, New Business Director, and became company's first ever Creative Director.

"Emily and Erik are tremendously smart and valuable people and I'm ecstatic that they are joining this team. Each has a diverse skill set that provides a nice foundation for our growth," said Pete Kelly, Founder & CEO of Situ8.