

## **News Release**

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### **Denali BioTechnologies selects Baker Dillon Group to develop new website**

(March 1, 2013) – Baker Dillon Group, the award-winning nutraceutical brand marketing firm and one of the natural products industry’s premier promotion firms has been selected by Denali BioTechnologies to design its new corporate website and host of collateral materials.

Based in Homer, Alaska, Denali is dedicated to the development of time-honored, yet scientifically advanced, nutraceutical ingredients from Alaska and neighboring circumpolar regions. Denali’s products are derived from completely uncultivated plant sources that grow in pristine but extreme environments. As a result of these growth conditions at high latitudes – where they are routinely subjected to extremely cold temperatures and intense UV exposure – they are exceptionally rich in bioactive compounds, while free of pesticides, herbicides, heavy metals, and other contaminants.

Baker Dillon Group under the direction of co-principals Sheldon Baker and Karena Dillon, is a Total Involvement Marketing™ firm specializing in product and corporate brand marketing including advertising, public relations, graphic design, collateral materials, website development, social media, corporate event production, and trade show promotion.

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