

## **NEWS Release**

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### **Sheldon Baker Joins The Exchange in Hollywood**

(Clovis, CA) May 24, 2004 – Sheldon Baker, senior partner of the Baker Dillon Group, a full-service advertising, branding, marketing and publicity firm, has become a member and sponsor of *The Exchange*, a network marketing group promoting business opportunities in the Hollywood entertainment industry.

*The Exchange*, founded in 2003, currently has over 200 members including actors, producers, directors, writers, musicians, television and movie industry personnel and marketing executives.

The Baker Dillon Group, transforms company and product marketing into emerging brand experiences. The firm has created advertising and promotion programs for health, food, entertainment, music and financial industry clients. For more information about the firm's marketing services contact Sheldon Baker at (559) 325-7191.

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