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SOUTH RIVER RESTORATION HIRE MICHELLE COLLETT AS VP OF MARKETING

UPPER MARLBORO, Maryland; April 3, 2012, South River Restoration, Inc. (SRR), an emergency disaster restoration company, has hired Michelle Collett as its new Vice President of Marketing. She will report directly to Bryan Agee, the President of SRR.

Michelle, who has more than 18 years of marketing experience, will be in charge of managing SRR's brand experience and increasing its customer base. She will also oversee all marketing functions including brand management, creative development, social media, media planning, public relations, event planning and more.

"South River Restoration has seen tremendous growth over the past 10 years and we felt it was time to bring an in-house marketing person on board," said President Bryan Agee. "We are extremely excited to have Ms. Collett join our team. Her strategic vision paired with our passion to give back what disaster took will be a win-win combination!"

"I am looking forward to being a part of the SRR family during this new chapter of growth," said Michelle Collett. "There's a great energy from within and working together, we'll develop innovative marketing strategies to get South River Restoration to the next level!"



Before joining South River Restoration, Ms. Collett spent eight years at Crosby Marketing Communications as an Account Supervisor where she lead the team that developed a nationally award winning PSA campaign for the United States Conference of Catholic Bishops (CCHD). Most recently, she served as manager of communications for an Edgewater-based homeowners association called South River Colony that was just honored with the "2011 Communicator of the Year Award" by the Washington Metropolitan Chapter Community Associations Institute (WMCCAI).

Ms. Collett has a BA in Mass Communications from Towson University. She lives with her husband, daughter and golden retriever Sookie in Edgewater, Maryland.

About South River Restoration

Since South River Restoration's founding in 1998, it has grown and evolved into one of the country's most specialized disaster recovery specialists. South River Restoration is a one-stop resource for any disaster, from small floods and sewage backups to complete reconstruction due to fires, hurricanes and more. Our team guides clients through the process from start to finish. We give back what disaster took so that our customers can get back to business.

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