

FOR IMMEDIATE RELEASE: (Ten Outstanding Brands Honored)

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BrandPromise® book

New York. April 3, 2008 – McGraw-Hill has announced the global launch of Duane Knapp's newest book; the BrandPromise® which outlines how genuine brands make a promise that guarantees success. "A brand's promise is the new currency for success," says Mary Glenn; Editorial Director of Business Books at McGraw-Hill Professional.

As Duane Knapp explains, "We honored ten 'one of a kind' brands to be profiled as outstanding examples of different kinds of organizations and individuals that deliver exceptional promises." They include:

- Ketel One Vodka (www.ketelone.com)
- Costco Wholesale (www.costco.com)
- RK Dixon (www.rkdixon.com)
- Bartell Hotels (www.bartellhotels.com)
- Destination Marketing Association International (www.destinationmarketing.org)
- Tourism Vancouver (www.tourismvancouver.com)
- Annika Sorenstam (www.annikasorenstam.com)
- SAFE Credit Union (www.safecu.org)
- Make-A-Wish Foundation (www.wish.org)
- Callison Architecture (www.callison.com)

This book reveals the secrets that all kinds of individuals and organizations including associations, philanthropic enterprises (charities and non-profits), personal brands (celebrities, athletes and executives), professional service firms (doctors, architects, and small businesses) and member-centric businesses (credit unions and co-ops) can utilize to make the right promise.

It also includes insights from hundreds of other brands including Microsoft, Reidel Crystal, New York Life, the Mayo Clinic, Sunset Magazine, Ace Hardware and Nordstrom.

The BrandPromise details how anyone can apply the secrets of BrandScience to enhance their personal image and perception and provides celebrity insights on Annika Sorenstam, Rachael Ray, Oprah and Greg Norman.

Duane Knapp is chairman and founder of BrandStrategy, Inc. and has advised 300 brands in 14 countries worldwide including corporations, communities, societies, professional associations, institutions, countries, world-class professionals, celebrities and successful individuals who desire to optimize their perception, image and success.

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For book purchases or more information on the BrandPromise book or Duane's other books (the BrandMindset® and Destination BrandScience), please log on to brandstrategy.com, brandpromise.com or amazon.com under Duane Knapp or contact BrandStrategy, Inc. at 360-293-8810.