



FOR IMMEDIATE RELEASE
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For More Information Contact:
Lois Williams 713-476-0102

HOUSTON-BASED, FIRST CORNERSTONE GROUP, LLC CONTINUES TO EXPAND WITH THE HIRING OF MARKETING COORDINATOR-CHRIS PITRE

HOUSTON (September 2006)— Houston-based First Cornerstone Group is proud to announce the addition of Chris Pitre as Marketing coordinator for the company. Prior to joining First Cornerstone Chris held duties at national agency Fogarty Klien Monroe where he worked closely with the Popeye’s Chicken national and regional accounts.

Chris graduated from The George Washington University with a BBA degree in Marketing and held the position of President of Capitol Advertising , the winning (NSAC) team that placed first out of 18 schools in their district, qualifying the team for a coveted spot to present their award-winning campaign to national judges; he also was on the Honor Roll of the American Advertising Federation’s Most Promising Minority Students in Advertising, Communications, and Marketing.

“We are very pleased that Chris decided to join us at First Cornerstone Group and help us coordinate marketing efforts that will educate and communicate to the public information about the Own Your Own program. Chris brings a fresh energy and perspective to our Marketing efforts”, said Lance Edwards, President of First Cornerstone Group. Chris will work closely with Group One Marketing, agency of record for First Cornerstone Group in planning and execution of all marketing campaigns.

The “Own Your Own” program provides an opportunity to purchase affordable housing with no credit check, no down payment and no bank qualification. Buyers will be assisted with life skills training on home ownership and money management.

First Cornerstone Group, LLC is dedicated to helping families live the American Dream of home ownership, while upgrading multi-family properties into communities of opportunity. By combining an affordable housing environment with life skills training, Cornerstone guides its residents to own their own destinies.

FOR FURTHER INFORMATION, CONTACT LOIS WILLIAMS AT FIRST CORNERSTONE GROUP AT 713-476-0102.

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