

From: MMRNews (Multicultural Marketing News) [mailto:MMRNews@multicultural.com]

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Subject: UniWorld Group, Inc. Expands Executive Team--Major Anthony Robinson, USMC, Appointed Sr. Account Director of the United States Marine Corps Account

**UniWorld Group, Inc. Expands Executive Team
(Retired) Major Anthony Robinson, USMC, Appointed Senior Account Director of
the United States Marine Corps Account**



NEW YORK CITY, May 18, 2009 - UniWorld Group, Inc., the nation's longest-standing full-service multicultural agency, has announced the appointment of Anthony Robinson as the Senior Account Director of the United States Marine Corps (USMC) team. Retired United States Marine Corps Major Anthony Robinson will handle overall management of the Marine Corps account. He will be responsible for overseeing all advertising, diversity events and public affairs initiatives. Robinson served in the Corps for 20 years and quickly rose through the ranks. During his tenure with the Corps, Robinson held many leadership positions including serving as the Service Company Commander and Operations Company Commander. In this role he was responsible for over 650 Marines. No stranger to managing large budgets, Robinson also served as Camp Commander, overseeing the \$24 million construction and the transformation of Camp Mujuk in Korea.

Robinson also served as the Paid Media Officer and Diversity Coordinator in Marketing and Public Affairs for the Marine Corps Recruiting Command, Quantico, Virginia. As Project Officer he oversaw national commercials for the USMC including: "Family Photos" and "The Climb" and served as a critical voice in the diversity events and public affairs initiatives. Robinson's position in Marketing and Public Affairs inspired him to focus on advertising as his post-Marine career.

Robinson's service awards include the Navy Commendation Medal with star, the Navy Marine Corps Achievement Medal with 2 stars, Navy Unit Commendation with star, Meritorious Unit Commendation with star, Good Conduct Medal with star, the National Defense Service Medal with one star and the Overseas Ribbon with star. Robinson is a graduate of Excelsior College and the father of four.

UniWorld's marketing approach goes beyond traditional advertising to create experiences that connect the soul of the brand to the soul of the consumer. Using a specialized

Integrated Marketing Communications (IMC) model, the agency relies on cultural insights to transform customers into passionate brand believers. **For more information about the UniWorld Group, Inc., please visit uniworldgroup.com or call 212-219-1600. www.Uniworldgroup.com.**

About UniWorld Group, Inc.:

Uniworld Group was founded in 1969 by Chairman and CEO Byron Lewis. It is headquartered in New York City, with satellite offices in Detroit, Atlanta and Miami, and field staff servicing our Burger king and Ford motor Company clients in 43 markets.

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