

FRCH | DESIGN WORLDWIDE

FOR IMMEDIATE RELEASE

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FRCH Design Worldwide Names New Vice President; Promotes 10 Additional Staff Members

Cincinnati, Ohio (Feb. 2012) – FRCH Design Worldwide announces the promotions of 11 staff members, including one team member to the vice president position.

Tricia Downing, Vice President – Tricia Downing will now serve as a vice president in FRCH's Specialty Architecture Studio. With more than 15 years of experience in the architecture industry, she has collaborated with a number of leading retail companies and restaurants to lead their projects from the design stage through completion. Tricia is recognized throughout the company for her leadership skills, strategic thinking and demonstrated ability to develop processes and improvements for both her team and clients.

Throughout her career, Tricia had played a crucial role in the design and implementation of projects for such clients as Aveda, Old Navy, Limited Brands, Starbucks and Paramount Plaza in New York City. Prior to joining FRCH, Tricia was a site architect at the archeological excavations at Troy in Turkey. She holds a Bachelor of Architecture from the University of Cincinnati.

Additional promotions include:

- **Kelli Lear** to the role of director of graphic design in the Hospitality Studio
- **Mike Keifling** to director of architecture in the Hospitality Studio
- **Doug Williams** to the role of director of architecture in the Retail & Mixed-Use Studio
- **Matthew Davison** to the role of director of technology in the Technology Department
- **Aaron Ruef** to associate director of graphic design in the Specialty Retail Studio
- **Darryl Eam** to senior project leader in the Specialty Architecture Studio
- **Eric Phelan** to the role of senior project leader in the Specialty Architecture Studio
- **Nicole McDevitt** to senior project leader in the Specialty Architecture Studio
- **Nick Azbell** to the role of senior project coordinator in the Retail & Mixed-Use Studio
- **Mike Ruehlman** to senior designer, graphic design in the Specialty Retail Studio

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FRCH PROMOTES STAFF

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About FRCH Design Worldwide

FRCH Design Worldwide is an international architecture, interior design, graphic design and brand strategy firm serving the retail, mixed-use, hospitality, restaurant and corporate office markets. Clients include A&W Canada, Yum! Brands, Disney, Macy's, Hilton Hotel Corporation and Harley-Davidson. Visit www.frch.com to learn more.

For Interviews and Information

Additional information and photography are readily available. To request assistance or to schedule interviews, **contact Bonnie Bastian at Freeman Communications – 513-733-1800.**

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