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CAK+ASSOCIATES DELIVERS INTEGRATED MARKETING MUSCLE

***Full Service Austin Agency Wins 12 New Clients;
Increases Revenue 120 Percent***

Austin, Texas—November 8, 2007— CAK+ASSOCIATES today announced that it has completed the organizational transition that began in June 2007 when the company, formally known as The Wilker Group, partnered with Campus Advantage, one of the world's leading student housing companies, to establish a full-service marketing, design and communications agency.

With an integrated approach to strategic communications, CAK+Associates helps organizations plan, execute and measure cohesive advertising, public relations and interactive programs built to efficiently and affordably target the most relevant audiences.

As an organization, CAK+Associates is focused on conceiving highly creative means to reach discriminating audiences, creating bold and striking designs that demand attention and passionately collaborating with innovative organizations and individuals to tell their unique stories.

CAK+Associates features a staff with extensive experience marketing directly to college students, creating extraordinary design concepts for retail, service, and healthcare companies and providing strategic public relations counsel for some of the most innovative organizations and individuals in the world.



CAK president John Kerrigan began his career with JPI Student Living as a leasing professional and property manager, becoming the company's first employee solely focused on marketing off-campus apartments to students. As the President of CAK+Associates, Kerrigan brings a unique talent for identifying communications and marketing programs tailored specifically to the business challenges faced by his diverse array of clients. His close attention to the pulse of the student housing market enables CAK+Associates to provide Campus Advantage with fresh insight into their key audience while simultaneously delivering edgy design concepts, targeted advertising campaigns and strategic market research.

Kerrigan founded The Wilker Group in 2004, enabling a wider range of organizations to tap into his student housing expertise. In June of 2007 the company was renamed CAK+Associates to mark the organization's formal partnership with Campus Advantage. Over the last 4 months CAK+Associates has experienced a period of strong growth, winning 12 new clients in diverse industry segments including technology, student housing, insurance and law, while simultaneously increasing overall company revenue by 120 percent.

About CAK+Associates

CAK+Associates is an integrated advertising, marketing, PR and consulting firm which provides cost-effective communications programs to clients throughout the United States. For more information call 512-347-0300, or email ben@cakplus.com.

About Campus Advantage

Campus Advantage specializes in consulting, management and development services. They offer management and asset management services, development, acquisitions, consulting and resources for privatized and public student housing communities. For more information, visit www.campusadv.com or call 512-472-6222.