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**LEGACY OF AD LEGENDS MORRIS JACOBS AND CHUCK PEEBLER  
LIVES ON IN SON AND GRANDSON MARK PEEBLER AND IT'S ALL GOOD  
Company Makes High-end Web Development and Marketing Services Affordable**

If Mark Peebler didn't go into the advertising and marketing field, it wouldn't have been because of genetics. The 38 year-old dynamo is founder and president of the successful Web Development and Internet Marketing venture It's All Good Companies in Sedona, AZ, with satellite offices in New York, LA and Phoenix. He also happens to be the grandson of Morris Jacobs, legendary founder of the international advertising giant Bozell & Jacobs, and son of the equally renowned Chuck Peebler, who ably took the helm at the agency in 1967.

"Not only was I surrounded by the finest examples in advertising, sales, marketing, positioning," says Mark of his unique upbringing, "but I feel like I inherited my father and grandfather's qualities of hard work, integrity, and creative responsiveness to clients' needs in order to produce results for them."

This experience first manifested in Mark's career as a sales and marketing professional in the hotel industry. After an impressive stint at Ramada Hotels, he quickly became Director of Marketing for Embassy Suites in Arizona, working for three properties. He graduated to running his own consulting firm, The Peebler Group, in New York City with clients from the hospitality, service and movie industries. For three years he trained Marriott sales people at 8 hotels from New York to Rhode Island.

It was at this time, the early '90s, that Mark saw the awesome potential of the

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Internet. In 1994 he launched It's All Good Companies (IAG) with an emphasis on Web Development and Internet Marketing. Applying his life's lessons, he became driven by the belief that success comes by creating a conscious and strategic approach that seamlessly integrates with a company's whole marketing plan. IAG utilizes the latest advanced applications to provide e-commerce, database marketing, streaming video and multimedia presentations.

IAG's great achievement, however, has been to make this sophisticated technology and management, which formerly had been the province of Fortune 1000 companies, accessible to those with much more modest budgets. Over the past 8 years, IAG has worked with over 500 websites, generating comments such as this from John Tolliver, General Manager of the Best Western Inn of Sedona: "Quite honestly, the new web site has been the best marketing investment in my 30-year career."

Word is quickly getting out about the results IAG's integrated marketing systems generate. The company experienced 150% growth in 2002 and projects 300% for 2003.

To contact IAG, call 928-203-9419, toll-free at 888-828-4171, or on the web at [ItsAllGood.com](http://ItsAllGood.com).

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