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Contact: Gibson McKay, 602.616.9964

Veridus Has Triumphant First Year

Bi-partisan Team Achieves Great Inaugural Success

(Phoenix, Arizona) -- Veridus, a newly established public affairs and lobbying firm, comprised of some of Arizona's most talented lobbyists and government affairs professionals, amassed an impressive record of success in its first year of operation. At the capitol and at the ballot box, the partners of Veridus proved that they will continue their winning record and exceptional political accomplishments.

Opening their doors on January 1st 2008, Veridus entered a contentious legislative session in which they established themselves in the most important issues of the legislative session. Continuing a tradition of principled and relentless representation of their clients, Veridus played a key role in budget, tax, immigration, agriculture and labor issues.

"They're a force to be reckoned with – no matter the issue or political complexity, Veridus' experience and insight helps them get things done for their clients", said John McComish, Majority Leader, Arizona House of Representatives.

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As their successful legislative session ended, Veridus had already turned its sights to the upcoming November election. Specifically, they worked to:

1. Successfully defeat *Proposition 101*, Freedom of Choice in Health Care Act.
2. Bring logical campaign guidance to the S*chool District Unification* debate. (Nine separate victories)
3. Provide expertise in *15 different independent expenditure* campaigns (86% success rate) across Arizona.

Arizona Association of Realtors CEO and Chief Lobbyist, Tom Farley said, "They got a lot done in their first year. They pulled off the rare transition that successfully translated their individual strengths into team accomplishments."

After being told Proposition 101 was "unbeatable", Veridus mounted a last minute statewide campaign. In that extremely short time-frame, Veridus executed a successful campaign strategy that included a strong earned and paid media presence, a targeted communication effort and an impressive messaging component.

Veridus also managed the Unified for Student Success campaign to unify Arizona's haphazard system of school districts. The campaign included more than 30 ballot questions in nine counties. There was vast opposition from school boards and limited resources. However, Veridus implemented a common sense message on unification to secure the passage of 9 school district unifications across Arizona.

Most recently Veridus directors Wendy Briggs and Jeff Sandquist were honored to be named among the ****Best Lawyers*** in America that was reported by the Arizona Business Journal. Lawyers were chosen for inclusion based solely on the vote of their peers. With only eight Arizona lawyers listed in the area of Government Relations law, Veridus is the only firm to have more than one member listed.

Veridus is a full service public affairs, lobbying and government relations firm and has built an exceptional reputation on a foundation of experience and client service. Veridus's representation of clients is ethical, informed, and tireless. From local, state and federal campaigns to lobbying, media relations, and procurement, Veridus can provide the solutions necessary to ensure success. With over 75 years of combined experience in Arizona's business, legal, and political communities the Veridus Directors include Wendy Briggs, Jeff Sandquist, Jay Kaprosy, Gibson McKay, and Karen Kruse.

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