



**FOR IMMEDIATE RELEASE**

May 4, 2009

**Sudberry Properties Selects Gable PR  
to Implement Comprehensive Public Relations Program**

*Award-Winning Agency Brings Real Estate Expertise  
to San Diego-based Development and Management Company*

SAN DIEGO – Sudberry Properties, Inc, one of the leading retail and urban community developers in Southern California, has selected Gable PR to help them develop and implement a comprehensive, integrated public relations program for the company and its many commercial real estate and industrial property developments throughout the region.

Gable PR, a growing public relations firm based in San Diego and known for its sophisticated and successful approach to managing complex programs for clients in a broad range of industries, was part of the media relations team for Sudberry's Quarry Falls community as it went through a public process toward approval by San Diego City Council. The 230-acre mixed-use development will incorporate the principles of sustainable planning and smart growth to create a new urban community in San Diego's Mission Valley neighborhood over the next 15 years.

"Gable PR will help us tell the story of Sudberry Properties, including our history, our values, and what makes us stand apart," said Tom Sudberry, chairman of the firm. "We selected them based on the results generated for us on Quarry Falls and previous successes with major developers in Southern California. The Gable team also shares our historical perspective, with deep community roots and a clear understanding of what it takes to be successful over the long-term in the San Diego region."

The Sudberry Properties public relations program will be managed by Tom Gable, CEO, a nationally-recognized authority on managing successful PR programs, and Erin Koch, agency director, who has experience in both public relations and public affairs. Liz Dill, account executive, who specializes in media and community relations, will provide support and expertise.

"In speaking with local residents, city planners and smart growth experts, we found widespread praise for the contributions Sudberry has made over the past 30 years to our community," said Gable. "We are looking forward to keeping San Diego up-to-date on

the progress of Quarry Falls, a new model for sustainable developments in the West, and are eager to help Sudberry advance its mission and reputation through a variety of strategic public, media, social and community relations activities.”

***About Sudberry Properties, Inc.***

Founded in 1979, Sudberry Properties, Inc. is a San Diego based real estate development and asset management firm that specializes in quality shopping center projects and sustainable mixed-use urban communities. It is one of the leading retail and urban community developers in Southern California.

***About Gable PR***

Gable PR, based in San Diego, delivers highly effective public relations and marketing communications programs for clients in a broad range of industries. Its tradition of success goes back 30 years with Tom Gable, APR, PRSA Fellow and a nationally recognized authority on the strategic use of public relations for positioning, reputation management and delivering meaningful results. Clients have included private and public companies, organizations, institutions and government agencies at every stage in their life cycles, from start-up to a Fortune 100 company (Pfizer). Agency programs have earned the highest honors in the PR profession and helped clients of all sizes and needs succeed. For more information: [www.gablepr.com](http://www.gablepr.com).

**Contacts:**

***Gable PR – 619-284-1714***

Tom Gable

tom@gablepr.com

Cell: 619-251-3881

###