



FOR IMMEDIATE RELEASE

October 29, 2009

For additional information, contact:

Tricia Jaworski

Morningstar Communications

913.660.9659

tjaworski@morningstarcomm.com

Katy Briggs

Willoughby Design

816.561.4189 x11

kbriggs@willoughbydesign.com

Willoughby Design Adds New Faces

Emily Phillips and Niqua Mumaw join Kansas City-based design firm

KANSAS CITY, Mo. – Willoughby Design announces that Emily Phillips, designer, and Niqua Mumaw, accounting manager, have joined the strategic brand design and innovation firm, located in Westport.

Emily Phillips brings a wide breadth of experience in industrial design to her position as designer for Willoughby. A graduate of The University of Kansas, Phillips holds a bachelor's degree in industrial design. Her knowledge of the materials and processes used to communicate brand identity across multiple mediums provides Willoughby with another approach to graphic communication. Prior to joining Willoughby, Emily was a designer for The McCulley Group in California and a graphic designer for Crate and Barrel in Northbrook, Ill.

With more than 20 years of accounting experience, **Niqua Mumaw** is responsible for keeping Willoughby's day-to-day financials running smoothly. Mumaw brings stability, accountability and reliability to the firm. She attended Cal Polytechnic San Luis Obispo in southern California before working at several design firms in the area and starting her own successful business.

“We are excited to have Emily and Niqua on the Willoughby Design team,” said president and chief creative officer Ann Willoughby. “Both bring a unique set of skills and talent to the firm. Their work for our clients and company will help keep the firm on our clear path for growth.”

About Willoughby Design

Willoughby Design is a strategic brand design and innovation firm. Founded in 1978, the company lists among its clients Hallmark, Peruvian Connection, Hershey's, Wonder Bread, United Nations and the Kauffman Foundation. The Kansas City-based firm is a member of AIGA, the professional association for design, and the American Advertising Federation. Willoughby is also a certified Women Owned Business. More info: www.willoughbydesign.com.

###