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FOR IMMEDIATE RELEASE

**BRAND EXPERT TO OFFER BRAND-BUILDING ADVICE
AT SOUTHERN CALIFORNIA BUSINESS GROWTH CONFERENCE**

San Diego, CA – May 2, 2010 – Brand expert Denise Lee Yohn will address the 26th Annual Southern California Business Growth Conference. Yohn will provide insider insights and advice from case studies at the conference for Southern California's elite business leaders, innovators and entrepreneurs in Anaheim, CA, on Thursday, May 6, 2010.

As a panelist for the Marketing track of panel discussions, Yohn will speak on topics such as "Why Brand Matters," "Building a Successful Brand: Key Ingredients from Start to Finish," and "Brand Implementation & Impact: Bring your Brand to Market." Yohn will be joined by industry thought leaders and practitioners including executives from El Pollo Loco, Inc., Fandango, and Innovation Protocol.

The 26th Annual Business Growth Conference is co-hosted by the Harvard Business School Association of Orange County and USC Marshall Alumni Association. Over 1,000 people are expected to attend the event, held at the Anaheim Marriott Hotel.

About Denise Lee Yohn, Inc.

*Denise Lee Yohn has been inspiring and teaching companies how to operationalize their brands to grow their businesses for over 20 years. World-class brands including Sony, Frito-Lay, Burger King, and Nautica have called on Denise, an established speaker, author, and consulting partner. For more information on Denise Lee Yohn, Inc. or to schedule an interview, email **mail@deniseleeyohn.com** or call (917) 446 9325.*

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