



For Immediate Release

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### **HUNTER REVAMPS VIRTUAL PRESS CLUB**

**Chester County, PA** – Creating distinct sites for Guess, Guess Collection, Nautica, and Ecko Watches, Hunter launched Callanen International’s Virtual Press Club for the World Watch and Jewellery Fair in Basel, Switzerland. Callanen International is the designer, manufacturer and distributor of Guess, Guess Collection, Nautica and Ecko watches based in Norwalk, CT.

Three years ago Hunter developed the Virtual Press Club concept for Callanen as a new way to reach the international press and keep them current with its multiple brands. Now, for the third consecutive year, Hunter has refreshed the site for Callanen.

In addition to design, Hunter writes and distributes press releases for the brands’ latest products and events on this custom site. The Virtual Press Club provides an easily accessible place for press representatives and distributors around the globe to view and download the most current product information. The site goes live on the first day of the Basel event and is also distributed in a CD version as part of Callanen’s press kits.

In addition to the Virtual Press Club, Hunter has completed a commercial for Guess Watches called “Intimate Details” that will be shown in European theaters.

Hunter is a strategic marketing company that focuses on brand building for the purpose of increasing sales. Hunter works with clients to develop actionable marketing and sales plans that are founded on building a solid brand. The On-Target Branding Process can help any business develop a plan for growth, even in a very competitive marketplace. With 20 years of experience, Hunter has helped local and national brands reach their sales potential.

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