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**Block & DeCorso Hires Bob Lettiere as  
Director of Business Planning & Development**

VERONA, NJ, March 2009 – Block & DeCorso, Verona, which specializes in branding, marketing and public relations, has added Bob Lettiere of Morristown, who will be managing some of the agency’s healthcare, food and beverage, and home décor accounts along with pursuing new business development.

With an extensive ad agency background, Bob Lettiere helped grow accounts as varied as The Meadowlands Sports Complex, Innovation Luggage, Riccola, Calico Corners and Harbor Footwear. Beginning his career in New York City in broadcasting and at large agencies, Bob joined New Jersey agencies and has worked on some of the State’s primary businesses, including NJ Travel & Tourism, NJ Transit, Horizon Blue Cross & Blue Shield, Verizon and PSE&G. A board member of Morris Township’s Historic Preservation Committee, he has a continuing education degree in Historic Preservation from Drew University as well as a BA in Communications/Broadcasting from Montclair State University.

Block & DeCorso has been building strong brands since 1968. As a full-service agency, the firm develops integrated marketing communications programs, spanning both trade and consumer media, for national and regional accounts. The firm has extensive experience in food and beverage, home products, financial, healthcare, and education industries. Block & DeCorso is located at 3 Claridge Drive in Verona, New Jersey, 973-857-3900; fax 973-857-4041; or visit [www.blockdecorso.com](http://www.blockdecorso.com).

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