



## **MARYSVILLE GIRL STARS IN STATEWIDE TV ADVERTISING CAMPAIGN BEGINNING APRIL 5<sup>TH</sup>**

*Clark Pest Control launching TV ads featuring the winner  
of its statewide talent search*

LODI, Calif. (**April 5, 2010**) – Beginning Monday, April 5<sup>th</sup>, Clark Pest Control’s 2010 television advertising campaign will air on stations across California as well as in Reno, NV. This year’s campaign features a 10-year girl from Marysville named Mariah Glassgow. Mariah isn’t an actress – she’s just a regular fifth-grade student who won the role at an audition in Reno last year.

Out of more than 600 people who auditioned last summer, Clark Pest Control selected Mariah as the winner of its competition for the role in this year’s campaign. Thousands of her commercial spots will air between April and October 2010 on local broadcast stations and cable networks during peak newscasts and programs.

Clark Pest Control has historically used humor in its commercials to convey the many problems its customers are encountering and the services they provide to counteract those issues. The storyline of this year’s ad pokes fun at the everyday issues families face when dealing with bugs and pests in their homes and backyards.

Since 2008, Clark Pest Control has held open auditions in various cities across California and Nevada looking for talent. This is the second consecutive year that the company has cast someone in its advertising campaign that was discovered during these auditions.

“We are always overwhelmed by the amount of talented people we find at our auditions, but Mariah really stood out from the crowd and had all the qualities we were looking for in an actor for this year’s campaign” said Robert Baker, operations manager, Clark Pest Control. “Despite being a young girl, she was very professional and a natural on camera.”

Mariah Glassgow is a student at Walter Kynoch Elementary School in Marysville, Calif. Not only is she active in sports such as softball and gymnastics, but she is also an excellent student. She loves to sing and dance, and hopes to pursue acting in the future.

Clark Pest Control, headquartered in Lodi, Calif., is the West’s largest family-owned pest management company. With more than 1,000 highly trained employees servicing more than 164,000 clients, Clark Pest Control provides California and Nevada residents the most effective and reliable pest control in the world by integrating technology with environmental responsibility. Using personalized pest control programs for homes, schools, businesses industries and agriculture, the company specializes in pest and termite control, structural repairs, IPM for schools, fumigation and food safety.