



FOR IMMEDIATE RELEASE

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**Art Crivella appointed to
Pittsburgh Young Professionals Advisory Board**

Pittsburgh, PA. March 15, 2004. – Art Crivella, President and CEO of ASE Edge, Inc. and Arété Legal, has committed to providing his support and expertise to the Pittsburgh Young Professionals (PYP). “I’m looking forward to being involved with PYP on an advisory level and contributing to the vision that young professionals have for Pittsburgh,” said Crivella. As a member of the Advisory Board, Crivella will offer guidance on member recruitment and retention, marketing and leadership development as well as help point the organization toward the direction in which PYP may enhance its member programs and continued growth.

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