

For Immediate Release

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## MIK SHORE JOINS COPACINO+FUJIKADO AS DIRECTOR OF TECHNOLOGY

Copacino+Fujikado is continuing to build on its digital and interactive offerings by hiring Mik Shore as the Director of Technology. Mik will oversee the interactive department, which with the re-launch of [www.copacino.com](http://www.copacino.com) focuses its attention on building responsive design websites, a practice built on user behavior and a user-centric experience.

Mik co-founded Engine Interactive, a 16-year-old, Seattle-based, multi-million dollar, award winning interactive agency. During his time there, Engine expanded from 2 to 26 employees and increased revenue to millions of dollars annually. His extensive experience includes expertise in the technical product/project life-cycle with award winning results for development of customer-facing internet applications, web properties and web services for clients including Microsoft, Expedia, Nintendo, Nordstrom FCU, Norwegian Cruise Lines, Sony Entertainment, and Fran's Chocolates.

"We have been growing our digital department over the past year and believe that Mik will bring new perspective and opportunities to make this department thrive," says Co-Founder and Director of Account Management Betti Fujikado.

Shawn Herron, Associate Creative Director for Interactive, says "I am excited to bring such a talented partner to this agency. We are looking forward to teaming up and growing our interactive business."

Copacino+Fujikado takes web and mobile design a step further with the Responsive Design development framework. The innovative new approach to construction allows for a single development effort to publish to desktop, tablet and mobile environments, creating both efficiency in the initial development and ease of update for content maintenance.

"I'm ecstatic to be working with the exceptional web and interactive team at Copacino + Fujikado. With the team's impressive recent work in interactive and thought leadership in Responsive Design, C+F is in a perfect position to provide the highest level of interactive development for our new and existing clients," says Shore.

Copacino+Fujikado was founded in 1998 by Jim Copacino and Betti Fujikado. A leading Seattle advertising agency, C+F represents a diverse roster of clients including Blue Nile, Seattle Children's Hospital, the Seattle Mariners, Premera Blue Cross, CareFusion Inc., Washington Forest Protection Association and World Vision.