

# O'Dwyer's Newsletter

The Inside News of  
PR and Marketing  
Communications

271 Madison Ave., New York, NY 10016  
212/679-2471. Fax: 212/683-2750  
[www.odwyerpr.com](http://www.odwyerpr.com); [jobs.odwyerpr.com](http://jobs.odwyerpr.com)

May 7, 2012 Vol. 45 No. 19

## West

**Landis Communications**, San Francisco/California Bank & Trust; AAA Club Partners, holding company for 10 AAA clubs; Maxthon, China-based tech company, for launch of web browser in U.S.; Vino Volo, operator of 18 in-airport wine lounges; Backcountry Pictures, filmmaking and production, for promotion of new film, "California Forever," set for PBS debut in the fall; Direct Access Marketing, for PR for witness crematory Chapel of the Chimes, and REDF, venture philanthropy group, for strategic comms.