



GRAPEVINE
COMMUNICATIONS

NEWS RELEASE

FOR IMMEDIATE RELEASE

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GRAPEVINE COMMUNICATIONS WINS “TOP AGENCY” AWARD FOR SOUTHWEST FLORIDA FOR THE 5TH YEAR IN A ROW.

Sarasota, Florida – January 12, 2009 – For the 5th year in a row Grapevine Communications, Sarasota’s leading full-service advertising agency, has been named among the top 25 advertising agencies in Southwest Florida by the *Tampa Bay Business Journal*. This year, Grapevine came in as the 19th largest local agency in the area, as determined by total number of employees, and was only one of two agencies from the Sarasota Manatee area to make the list. Previous years have been judged by local billings and number of employees.

At a time when many advertising agencies are facing hardships due to the flagging economy and reduced marketing budgets from their clients, Grapevine Communications is experiencing a remarkable growth period and continues to add new clients. In fact, despite poor economic conditions throughout the business economy, Grapevine is reporting a 25% increase in new customer volume for 2008.

“In these tough economic times, clients demand smart, attention-grabbing advertising. And that starts with getting to know the brand and understanding our client’s audience,” says Angela Massaro-Fain, President of Grapevine. “People aren’t spending like they were, so you have to find new opportunities, break through the clutter with an engaging message that speaks directly to the consumer and encourage brand loyalty. And the results have been astounding – we’ve added 19 new clients in the past 6 months alone, including four not-for-profit clients who really need the help.”

While smart, result-driven print, broadcast and interactive advertising is a constant at Grapevine, the agency partners also point to other factors that have helped them succeed. Having a wide range of clients across many industries has also proven invaluable to the agency’s continued positive track record. And as a full-service agency with an in-house staff, Grapevine offers a complete breadth of services in a cost-efficient and responsive manner.

“We’ve been fortunate to have a roster of clients that are incredibly diverse. All too often advertising agencies develop a niche business model, such as servicing only real estate or hospitality clients. When that sector experiences problems, it can really drag an agency down,” added John Fain, Grapevine Communications’ Executive Vice President. “With clients across all aspects of the business community, we’re somewhat protected from tough economic climates.”

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A partial list of Grapevine's clients includes Koval & Koval Dentistry, AQUA Plumbing & Air, Distinctive Surfaces, Body & Spirit Luxury Day Spa, Synchrony Yachts, Lerner Cohen Healthcare, Holcomb Facial Plastic Surgery, Eye Specialists and Humane Society of Manatee County, Clerk of the Circuit Court of Sarasota, just to name a few. At Grapevine Communications, they also believe in giving back to the community that they call home, and they donate \$100,000.00+ annually in agency time for pro-bono clients such as The Boys & Girls Club of Sarasota, Children's Guardian Fund, We Care Manatee and First Step of Sarasota, among other needy causes.

Grapevine Communications is a full-service, award-winning Advertising, Marketing and Public Relations firm based in Sarasota and serving clients nationwide. For more information Grapevine Communications, contact Angela Massaro-Fain at 941-351-0024 or email amassarofain@grapeinc.com.

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