



**GRAPEVINE**  
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## NEWS RELEASE

### **FOR IMMEDIATE RELEASE**

#### **GRAPEVINE KICKS OFF FOURTH YEAR OF BUSINESS WITH EIGHT NEW CLIENTS AND NINE ADDY AWARDS.**

SARASOTA, Florida – March 1, 2005 – Grapevine Communications has plenty of reasons to celebrate their fourth anniversary. In addition to winning nine ADDY awards, they've added eight new clients to their roster.

"We're honored to be recognized by our peers and the Suncoast Advertising Federation," says Grapevine President, Angela Massaro-Fain. "Award-winning work goes hand-in-hand with achieving results for our clients, and as our clients grow, we grow."

The Grapevine is certainly going strong with several impressive new clients. Known for their expertise in real estate, Grapevine will be handling four new accounts in this arena: Pruett Builders, Heritage Development, Courtney Palms Condominiums and The Tower Residences at the Ritz-Carlton, Sarasota. Grapevine will also be expanding their expertise in healthcare with new clients First Physician's Group and Lerner-Cohen Healthcare. Other new clients include Envision Marketing, a marketing services company in Seattle, Washington, and Peloton Pallet Services, Canada's only national provider of pallet services.

Grapevine experienced more wins on February 19th at the 2005 ADDY awards ceremony, a program of the Suncoast Advertising Federation. Grapevine was honored with two Gold ADDYs and seven Silver ADDYs on projects done for various clients, including Broadway Promenade, Grande Oaks Preserves, Lauderdale One, IFCO Systems, Body & Spirit and The Young Professionals Group of Sarasota. A radio spot for Body & Spirit also won an Amy Award that recognizes the highest scoring entries in each major category. This local ADDY competition is part of the national American Advertising Federation ADDY awards, the world's largest advertising contest. Grapevine's Gold ADDY winners will advance to the regional competition.

Grapevine has been recognized for their creative excellence since they opened their doors in 2002, capturing 10 Gold and 7 Silver ADDY awards at the 2003 competition. "We've put together an amazing team of creative and strategic thinkers," explains John Fain, Grapevine Executive Vice-President. "While most agencies focus on just creating ads, Grapevine focuses on the big picture – creating new opportunities for our clients."

Grapevine has experienced rapid growth since they opened their doors in 2002 and was listed thirteenth on the Tampa Bay Business Magazine's 2004 list of the top 25 advertising agencies in Southwest Florida; and ranked third on the Sarasota/Manatee Business Magazine's 2004 list of advertising, marketing and public relations firms in the Sarasota area.

Grapevine Communications is an award-winning advertising, marketing and public relations firm based in Sarasota and serving clients nationwide. For more information, contact Angela Massaro-Fain of Grapevine Communications at 941-351-0024 or email [amassarofain@grapeinc.com](mailto:amassarofain@grapeinc.com).

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