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NEWS RELEASE

FOR IMMEDIATE RELEASE

Grapevine Communications Is Named Advertising Agency Of Record For The Bradenton Area Convention & Visitors Bureau.

SARASOTA, Florida – February 1, 2005 – Grapevine Communications was selected over 12 other local and regional competitors to be named the agency of record for the Bradenton Area Convention & Visitors Bureau (BACVB). The BACVB is charged with promoting tourism for Manatee County under the direction of the Tourist Development Council and the Manatee Board of County Commissioners.

“We’re very excited to be working with the talented staff at Grapevine,” said Larry White, Executive Director of the BACVB. “Attracting tourists to our area is more crucial than ever in the wake of last year’s hurricane season. With Grapevine’s help we will bring a broader focus on in-state and southeast tourism, as well as our international markets, which we expect will grow again this summer.”

Grapevine will provide strategic planning and create a new image advertising campaign, Visitors Guide, trade show presence and many other advertising and promotional materials. Already Grapevine has designed a new logo for the BACVB.

“Our expertise in selling the lifestyle of this area will no doubt benefit the BACVB’s tourism marketing efforts,” said Angela Massaro-Fain, Grapevine President. “We’re honored to add this client onto our growing roster.”

Grapevine has experienced rapid growth since they opened their doors in 2002 and was recently 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.

“By helping to boost tourism, serving the BACVB will enable us to show our dedication to this community and create new synergies for success,” added John Fain, Grapevine Partner and Executive Vice President.

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.

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