



**GRAPEVINE**  
COMMUNICATIONS

## NEWS RELEASE

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### **FOR IMMEDIATE RELEASE**

#### **Grapevine Communications Continues Momentum of Growth – With New Hires and New Business.**

Sarasota, Florida – March 6, 2007 – Grapevine Communications, an award-winning advertising, marketing and public relations firm, shows no signs of slowing down. As a result of the agency's expanding client roster and the added workload of existing clients, the company has welcomed two hires to the permanent staff. Alice Fernández is the agency's new Client Relations Manager and Gabriele Vest will serve as an Account Executive.

"Some would call this a down time for Ad Agencies, but we've never been busier," said Angela Massaro-Fain, President of Grapevine. "Sure, budgets are sometimes reduced, but that's just another challenge we face to make our clients' advertising dollars go farther."

In her new role, Ms. Fernandez comes to Grapevine with an MBA in Marketing and with extensive Marketing and Public Relations experience. She will serve as a liaison between clients and the creative staff at Grapevine, as well as facilitating a pro-active Public Relations Program for clients.

As the newest Account Executive, Gabriele Vest will manage the accounts of several new and existing clients. She will also take an active role in the agency's business push, both in Sarasota and Manatee Counties. Ms. Vest had previously been an intern at Grapevine for the past 2 summers, prior to her graduation from the University of Tennessee.

In addition to new faces, Grapevine is also welcoming six new clients in the past few months: DEI Ventures/Divine Dinners, Palm Coast Eye Center, Atlas Insurance, JKL Interior Design Group, Crossgate Partners for Bleu Claire Luxury Condominiums, and "chemar grey" are the latest clients the agency has added to its already impressive roster.

"It's always exciting to bring on new clients and new staff. While we recruit professionals with diverse backgrounds and skill-sets, we all share a common goal – to create great advertising for our clients," said John Fain, Grapevine Communications' Executive Vice President. "Both Alice and Gabriele share the agency's culture of doing great work. They'll fit right in."

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](mailto:amassarofain@grapeinc.com).

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