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FOR IMMEDIATE RELEASE

Prominent Phoenix and Denver Agencies Join Forces to become Regional Marketing Powerhouse

*E.B. Lane Acquires HenryGill, distinguishing the firm as the longest-tenured marketing agency in the
Great Western States*

PHOENIX (August 23, 2011) – Phoenix-based E.B. Lane has acquired Denver-based HenryGill, bringing together two of the longest tenured ad firms in the Southwest and Rocky Mountain regions. E.B. Lane is now the largest independent marketing powerhouse with offices in Phoenix and Denver, two of the most influential business hubs between LA and Chicago.

With a combined talent pool of 80 employees and capitalized billings of \$85 million, this expansion broadens the opportunity for E.B. Lane to deliver its brand promise: “Ideas so insightful and innovative they can alter our behavior, challenge the way we think, and work to achieve measureable results for our clients.”

Celebrating 50 years in business, E.B. Lane has had a mutually beneficial relationship with HenryGill the past 30 years. The firms have worked together for more than a decade on national clients, Dairy Queen and Paramount Pictures, as well as participated as active members and board members of industry associations, American Association of Advertising Agencies (4A’s) and Marketing and Advertising Global Network (MAGNET.)

(more)

“As an independent agency, this acquisition has created a unique position for us,” said Beau Lane, CEO, E.B. Lane. “Until now, agencies in Phoenix and Denver are primarily, locally focused, or they are part of a large national network of agencies. Merging the talent, and the strategic and creative resources from both firms will attract national brands whether they are headquartered in these broad regions or if they need our local expertise. We are now the only firm in the Great Western States with this compelling offering.”

“Having known Beau for more than 25 years, I’ve experienced his honesty and integrity, and appreciate E.B. Lane’s talented team,” said David Henry, president, HenryGill. “At the end of the day, every client needs to have confidence that their agency is strategic, has great creative, can track results and can react to changes in the market on a moment’s notice. All of these assets E.B. Lane provides are critical in these challenging economic times.”

This transaction between E.B. Lane and HenryGill broadens both firms’ strategic capabilities, international media buying clout, and overall marketing expertise – resulting in award-winning creative work for industries, including telecommunications, retail, travel & tourism, restaurants, sports, gaming, family entertainment, higher education, insurance, finance, automotive and manufacturing.

Lane will lead as CEO of both Phoenix and Denver offices, with Todd Bresnahan continuing as president. Henry has been named to E.B. Lane’s Executive Board and will proceed as president of the Denver office. A graduate of the University of Denver, Lane and his wife, Donna, are the parents of four children and reside in Phoenix. Henry is a University of Iowa graduate and resides in Denver with his wife, Nancy. They are the parents of five.

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About E.B. Lane

Established in 1962, E.B. Lane is one of the Great Western States’ largest full-service advertising, interactive, social marketing and public relations agencies. With offices in Phoenix and Denver, clients include the Arizona Cardinals, Walmart, Xanterra Parks & Resorts, Arizona Super Bowl Host Committee, Frontier Airlines’ *Wild Blue Yonder* Magazine, Cable One Inc., Desert Mountain Golf Community, Arizona Lottery, Tilted Kilt Pub & Eatery, Tropicana Las Vegas, Greater Phoenix Convention & Visitors Bureau, Mercedes-Benz of Littleton, Muscular Dystrophy Association (MDA), NYPD Pizza, Prestige Imports, Phoenix Convention Center, Oliver Manufacturing, St. Joseph’s Hospital Foundation and Stonebilt Concepts. For more information, visit www.eblane.com.