

news release

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Hanon McKendry Acquires Interest in MINDSCAPE *Top West Michigan Advertising/Branding Firm Expands Interactive Capabilities*

GRAND RAPIDS, Mich., September 23, 2008— Hanon McKendry / The Brand Consultants has acquired interest in MINDSCAPE, a 13-member interactive agency specializing in Internet marketing strategies, user-friendly Web site development and proprietary Web-based applications. The interactive firm is now doing business as MINDSCAPE at Hanon McKendry.

"This acquisition is an integral part of our growth strategy," explained Hanon McKendry CEO Bob Blanchard. "The growth rate in alternative advertising and marketing is expected to top 17 percent between 2008 and 2012, with alternative media drawing over a quarter of total advertising and marketing expenditures by 2012.¹ This is clearly a market-driven action."

For MINDSCAPE, the partnership pairs Hanon McKendry's 15 years of national corporate and nonprofit strategic branding and advertising experience with the interactive firm's proven process for driving Web traffic, online revenue and consumer loyalty.

"Partnering with Hanon McKendry made sense for us because their strategic approach to client work is very consistent with our own," said MINDSCAPE at Hanon McKendry Co-Founder Pete Brand. "We know solid branding and positioning lay the groundwork for what will become more meaningful web-based interactions with the 'buyers' our clients want to reach."

"Our clients expect measurable impact and results," continued Brand. "MINDSCAPE is all about generating return on their marketing investments. We're the first to tell them that an appealing Web site alone isn't going to get them the ROI they desire. And it's not going to come simply by driving traffic to their site. It's about driving highly targeted traffic that is ready to take action."

¹According to the Veronis Suhler Stevenson *Communications Industry Forecast* released in August 2008, alternative advertising and marketing will continue to spur growth in the communications industry through 2012. Spending on alternative media will climb 21 percent to \$81.67 billion in 2008, and is expected to expand at a Compound Annual Growth Rate (CAGR) of 17.6 percent in the period 2007-2012. Alternative media is expected to account for 26.7 percent of total advertising and marketing expenditures in 2012, up from 6.9 percent in 2002.

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Hanon McKendry has long applied a multi-disciplined team approach to its philosophy of all-around branding. The integration of strategic interactive services is a natural progression at a time when tech-savvy consumers expect meaningful content, brand consistency and an opportunity to interact with forces in the marketplace.

“We’re not adding on a production function. We’re expanding the content as well as the strategic and creative power that we put behind our clients’ brands,” stated Blanchard. “With brand planning, research, creative, advertising and promotions, public relations, media and now Web and interactive all at the table, we come at a brand from every angle. We’ve found that by fully integrating traditional and alternative media from the outset, we’re positioned to hit on and fully leverage the big idea that’s going to engage our client’s audience and help build brand preference, connections and loyalty.”

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The Firm

Hanon McKendry is a national brand consulting firm that excels at helping corporate and nonprofit clients shift perceptions beyond what their brand offers to what their brand means. Nearly 80 percent of the firm’s annual revenues are derived from major initiatives to launch, re-launch or restage brands. The firm has generated nationally recognized work and strong ROI for such clients as Furniture Row Shopping Centers, Rubbermaid Home Products, Rayovac Batteries, Zondervan, Alliance Defense Fund, World Vision, Young Life and the Gerald R. Ford Presidential Library and Museum.

MINDSCAPE at Hanon McKendry provides Internet marketing strategies, Web site development and proprietary Web-based applications that complement the agency’s holistic, All-Around Branding™ approach. Services include buyer persona profiling, Internet marketing analysis (competitive research, keyword analysis and Web site analysis), Search Engine Optimization (SEO) and search engine marketing.

Hanon McKendry and MINDSCAPE at Hanon McKendry are based in Grand Rapids, Michigan. Hanon McKendry is a Gravity Six Alliance partner.

hanon-mckendry.com / MINDSCAPE-hm.com / gravitysix.com