

## **Account News in Brief (April 5, 2010)**

NEW YORK—G.S. Schwartz & Co. has been hired by three new clients: Expat Info Desk, a comprehensive online resource offering on-demand digital books; Grocery Game, a membership website that tracks nearly 10,000 items weekly in over 160 supermarkets to find the lowest possible prices; and Telmar Group, an international supplier of advertising media information software and services. In addition, the agency has been rehired for the 10<sup>th</sup> year for a long-term project by Magners Irish Cider of Tipperary, Ireland.

TAMPA—Tampa Bay Buccaneer defensive end Stylez G. White has retained French/West/Vaughan, along with financial advisory firm Lehman & Martin, to advise him on the management of his celebrity and wealth. FWV is focusing on the young athlete's brand development through media relations, social media initiatives, event planning and endorsement opportunities, as well as providing support for his non-profit, the Better Us Foundation. Lehman & Martin, will advise on cash flow management, debt management, investment planning, asset protection and tax efficiency.

ATLANTA—Trevelino/Keller Communications Group has added PeopleMatter to its technology practice. Based in Charleston, SC, PeopleMatter offers small to mid-sized businesses strategic human resource software solutions to help manage employees at every stage of their career. Trevelino/Keller will focus on traditional media placement, analyst relations, conference and tradeshow strategies, speaker bureau efforts and social media support for PeopleMatter.

LOS ANGELES—RFPR, a Los Angeles-based public relations and marketing firm, has added two new accounts to its lifestyle PR roster. The firm has been named the U.S. agency of record for premium bottled water brand Waiwera Artesian Water from New Zealand and will implement a national, multi-tiered PR and marketing campaign. In addition, the recently re-branded One LLP law firm based in Los Angeles and Orange County will look to RFPR to grow its presence within the entertainment law community as well as educate the mainstream about its niche expertise in copyright infringement and reversion law.

NEW YORK—Trylon SMR has been selected by Zeitbyte as agency of record for its media relations requirements. Zeitbyte is a digital media services company that provides a variety of media, online and video services for companies around the world.

NEW YORK—Nancy J. Friedman Public Relations has added four new accounts to the agency's travel and tourism roster: Gansevoort Park, Grand Grand Hyatt New York, the Allegria and Hyatt Regency Aruba Resort & Casino.

SAN FRANCISCO—Landis Communications has expanded its client roster with two new clients: Lotus Bakeries and NatureBridge. They join LCI's growing list of consumer, corporate, nonprofit and technology clients.