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FOR IMMEDIATE RELEASE

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20nine Continues Growth Petrongolo, Synergis and Cleopatra all Arrive!

20nine, a hybrid advertising agency, has hired Christine Petrongolo as an Account Manager.

Christine joins 20nine following three years with Lorel Marketing Group, where she worked with a diverse client portfolio including, Quest Diagnostics, Rita's Water Ice and Suburban Square Mall's.

Having majored in Marketing & Management at the University of Delaware, Christine holds a B.S. in Business Administration. While also at the University, she spent time abroad studying international marketing in Sydney, Australia.

"Christine's a great addition to the team we're building," said CEO and Creative Director Greg Ricciardi, "she's innately bright and has solid creative instincts."

But, our staff isn't the only thing that's growing.

20nine has recently been retained by Synergis Engineering Design Solutions and has been awarded additional television assignments from The Franklin Institute.

20nine is in the process of creating a new brand identity experience including a logo, positioning line, web site and various marketing communication materials for Synergis Design Engineering Solutions. "20nine brought a fresh perspective to our business, which has just reached the 25 year milestone, shared Ellen Walter, Director of Marketing. They used several research techniques including in-depth interviews and customer experience analytics. We're really excited about the work, and its potential impact on our business."

For The Franklin Institute, the agency has just produced new television commercials for the world premiere of "Cleopatra, The Search For The Last Queen of Egypt," which opens June, 2010. The campaign will be used for a limited US tour. Troy Collins, SVP, Marketing, Programs and Business Development shared, "20nine used a unique creative approach to personify the legendary queen. We're looking forward to the market's response to this contemporary expression."

About 20nine

20nine is a hybrid advertising agency that exists to create conversations that compel cultural change by offering a perfect blend of strategic branding and traditional/digital advertising capabilities. In an ever-fragmented media landscape, 20nine engages people on their preferred platform with powerful creative work that delivers measurable results. Clients include Boenning & Scattergood, MEDecision, The Philadelphia Union professional soccer team, Penn Medicine, Philabundance, Viropharma, and more. www.20nine.com.

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