



LaBov & Beyond

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News Release

FOR IMMEDIATE RELEASE

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LaBov & Beyond Marketing Communications Becomes Agency of Record for Fleetwood RV, Inc.

FORT WAYNE, IN, February 15, 2011—Fleetwood RV, Inc. has selected LaBov & Beyond as its agency of record for marketing and advertising. The Decatur, Indiana-based motor-home manufacturer has a diverse product line of gas- and diesel-powered Class C and Class A vehicles ranging from entry-level to highline luxury motor homes.

The Company was established in July 2009 after American Industrial Partners (AIP) purchased Fleetwood Enterprises' motor home assets following the economic recession and industry-wide downturn in RV sales. Planning for future growth, the Company set up its operations and headquarters creating a lean-driven manufacturing and design process. By maximizing efficiency, the 19-month old company hopes to easily adapt to the needs of dealers, customers and changing market conditions.

“We were looking for a local marketing partner that was retail-driven and could help us foster deeper relationships with our loyal customers and dealers,” says John Draheim, CEO of Fleetwood RV, “LaBov & Beyond fits that description perfectly, and we look forward to working with them to achieve all of our sales and marketing goals.”

LaBov & Beyond is currently working with Fleetwood RV to refine its brand strategy at the retail level and enhance its communication with owners and customers through ongoing communications and traditional advertising efforts such as brand ads and brochures.

“We’re excited to work with Fleetwood RV,” says LaBov & Beyond CEO Barry LaBov, “because it’s a tremendous company that has demonstrated integrity by standing by their customers during tough times. Fleetwood is a brand that is hungry to grow and we expect them to lead the industry within three years.”

About LaBov & Beyond, Inc.

LaBov & Beyond, Inc., founded in 1981, is a marketing, communications, advertising and training company that focuses on clients with dealer/distributor networks and multiple locations. These clients come from a variety of industries—automotive, recreational vehicle, trucking, motorcycles, insurance, financial services, to name a few. The company specializes in comprehensive creative development and production involving a number of disciplines working in a range of media including video, interactive and print. In addition to its Fort Wayne, Indiana, headquarters, LaBov & Beyond maintains a full-service office in Oxford, Michigan. Go to ***labov.com*** to learn more.

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