



LaBov & Beyond

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News Release

FOR IMMEDIATE RELEASE

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LaBov & Beyond welcomes new additions to account service team

FORT WAYNE, Ind., December 3, 2008—LaBov & Beyond Inc. announces the addition of Cara Everett and Bridget Pearson to its account service team.

Everett joins LaBov & Beyond as an account manager and will work for the agency out of its new Herndon, Va., office, helping to guide its work with client Volkswagen Group of America. A Detroit, Mich., native, Everett graduated from Northwestern University and spent the past several years working in national media, including as an account manager for Black Entertainment Television and its online home, *bet.com*. Most recently, she served as an account manager at Cincinnati, Ohio-based Empower MediaMarketing.

A native of Fort Wayne, Pearson joins LaBov & Beyond as an account coordinator. She graduated from Ball State University in July 2008 with a bachelor's degree in marketing. She brings leadership and project management experience to the agency, both through her studies at Ball State and as an assistant director of children's activities at The Chapel in Fort Wayne.

"We're excited to welcome both Cara and Bridget as the newest members of our account service team," says LaBov & Beyond President and CEO Barry LaBov. "Providing our clients with the most attentive, efficient and effective service we can is a hallmark of our success, and we're confident in Cara's and Bridget's abilities to continue in that grand tradition."

LaBov & Beyond is one Indiana's largest advertising and marketing agencies, with 48 employees total, including 37 at its Fort Wayne headquarters.

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. These clients come from a variety of industries—automotive, recreational, vehicle trucking, consumer appliance, insurance and finance, to name a few. The company specializes in comprehensive creative development and production involving a number of disciplines working in a range of media that includes video, interactive and print. In addition to its Fort Wayne, Indiana, headquarters, LaBov & Beyond maintains a full-service office in Auburn Hills, Michigan, and is in the process of opening an office in Herndon, Virginia. You can learn more about the company by visiting it online at *labov.com*.



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