



LaBov & Beyond

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News Release

FOR IMMEDIATE RELEASE

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Two LaBov & Beyond employees become agency shareholders

FORT WAYNE, Ind., July 16, 2008—The family of employee owners at LaBov & Beyond Marketing Communications, Inc., grew by two this week, with Chris Swymeler and Mary Gabbard becoming the agency's newest shareholders.

Swymeler, LaBov & Beyond's creative director, has been with the agency for the past six years. Gabbard is LaBov & Beyond's traffic manager and joined the agency four-and-a-half years ago.

"My future is here with LaBov & Beyond, so it makes perfect sense for me to take advantage of this wonderful opportunity," Gabbard says. "I'm truly excited to be taking this important next step here and showing my commitment to our long-term success."

The addition of Swymeler and Gabbard brings the total of employee shareholders in LaBov & Beyond to nine, including agency founder and president Barry LaBov.

"We offer our employees a lot of very unique and rewarding opportunities here, and the chance to become an owner is the most monumental of them all," LaBov says. "Our employee ownership group is that much better for the energy and insight Chris and Mary will bring to it."

Of course, it's not only agency shareholders that receive a portion of LaBov & Beyond's profits. All full-time employees are eligible for the agency's generous profit-sharing program. It's one of the perks that have earned LaBov & Beyond a spot among Indiana's rankings of best places to work in 2006 and 2007.

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 will soon be opening an additional full-service office in Herndon, Virginia. You can learn more about the company by visiting it online at labov.com.

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