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GS&F STREAMLINES NAME AND BRANDING

Agency Drops "Gish, Sherwood & Friends" Identity after 31 Years

NASHVILLE, Tenn. (April 29, 2009) - The name Gish, Sherwood & Friends will disappear from the business landscape of Tennessee, but the full-service marketing company will remain alive and well under a new moniker—GS&F.

The three-letter acronym will already be familiar to clients and the business community since it has been a common nickname for the agency since it was founded in 1978. In fact, the nickname already appears in the logo and on the side of the company's three-story headquarters in Green Hills. However, many people were also shortening the agency's bulky official title simply to "Gish," which matched the company's domain name for its website and email addresses. The agency recognized the need for consistency in its public identity.

"We would never let a client get away with using three names for one company, so we knew it was time to address this problem ourselves," said president and co-owner Jeff Lipscomb. "Since we had already incorporated 'GS&F' as our visual identity in our logo and elsewhere, it only made sense to make the change across the board."

In addition to condensing its name, GS&F is also streamlining its brand message into one simple yet evocative word: *relate*. In this way, the agency is able to encapsulate its mission to provide clients with meaningful connections to its internal and external audiences.

"We approach every marketing opportunity from the perspective of building a relationship between our clients and their audience," said Lipscomb. "We work with each client to deliver a comprehensive strategy that will capture the attention and the imagination of that audience. In other words, we give our clients the power to relate."

The new brand message is accompanied by a new look for the company's website and marketing materials. The previous bright blue and white graphics have been updated to a navy and beige design for a look that is crisp, versatile, and modern. Plus, the agency's domain name has changed to reflect the new name—switching from gish.com to gsandf.com.

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These changes are being announced as the company celebrates its 31st anniversary. Under its new name, GS&F will continue to serve a wide range of clientele, including manufacturing giants like Bridgestone Americas and LP Building Products, professional sports franchises like the Tennessee Titans and Nashville Predators, and invaluable public health and safety organizations such as the University of Tennessee Medical Center and the Nashville Area Red Cross. GS&F provides a full range of marketing services including advertising, public relations, interactive, graphic design, Web design, and industry research.

“Change is a healthy and vital part of business, especially in marketing where new tactics and technologies are introduced every month,” said Lipscomb. “It’s a little sad to see our formal name become our former name, but we are excited that these changes will position us for continued growth and success in the future.”

GS&F, founded in 1978, is a full-service marketing agency located in Nashville, with a staff of 70. GS&F’s clients include LP Building Products, Tennessee Titans, University of Tennessee Medical Center, Bridgestone Americas, International Comfort Products, Avenue Bank and Thomas & Betts. For more information about the company, visit www.gsandf.com.

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