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**LIMPUS COMMUNICATIONS ASKED TO BROADEN ITS SUPPORT  
FOR BRENTWOOD AD AGENCY**

**NASHVILLE, Tenn., (September 18, 2008)** – J&A integrated thinking ([www.jathinking.com](http://www.jathinking.com)) likes what it's seen. So the Brentwood marketing communications agency will be expanding the range and depth of public relations services Limpus Communications will provide it and its clients.

The PR consultancy was recently asked to provide PR support to one of the ad agency's largest clients – First Farmers & Merchants Bank, a 19-branch community bank headquartered in Columbia, Tennessee. Thanks to initial successes promoting the bank, the hope is now that Limpus Communications will work its magic for the agency itself, as well as other agency clients.

"We've been able to immediately increase the news exposure for First Farmers and that success has given J&A the confidence that our agency could deliver the same results for them as well," said Limpus Communications Principal Frank Limpus. "Given the clients the agency has, and the things they're doing with those clients, we feel there's a lot of business-to-business and business-to-consumer PR that can be implemented to compliment the agency's advertising efforts. We would expect to see some bottom line impact, as well."

Additional assignments J&A has requested Limpus Communications to handle include raising awareness for the agency's interactive abilities – a competitive strength given their ongoing work managing the NFL websites of the Arizona Cardinals, San Francisco 49ers and the

Tennessee Titans – exposure for an innovative fall high school football promotion for Taco Bell and the opening of a new corporate headquarters in the spring of 2009.

A \$42 million Nashville advertising, interactive and public relations agency, J&A practices "integrated thinking" to solve clients' marketing and communications problems. Founded in 1956, the award-winning firm has grown to over 60 employees serving clients from across the United States in fast food, banking, healthcare, sports and entertainment and other business categories. The agency has offices in Brentwood, Tenn., Springfield, Mo., and Tampa, Fla.

Limpus Communications is a Franklin-based marketing communications agency that creates and executes internal and external communications to help businesses exceed their goals and objectives. With more than 25 years of experience in industries that include healthcare, automotive, higher education, banking and consumer goods, and access to experienced associates, the agency provides a cost-effective alternative to full-service communications firms or in-house workers.

For more information: [www.limpuscommunications.com](http://www.limpuscommunications.com) or 615-668-9938.

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