



**SYNERGY**

MARKETING GROUP, INC

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**FOR IMMEDIATE RELEASE**

**Dallas-based Dave & Buster's Chooses Synergy Marketing Group to Launch New Indianapolis Location**

**INDIANAPOLIS AND DALLAS** – Dave & Buster's, the nation's leader in upscale dining and entertainment, recently selected Synergy Marketing Group to help launch its newest location in Indianapolis. Synergy is providing the national restaurant/entertainment company with comprehensive [public relations services](#), including media relations, community relations and [event planning and management services](#). The agency is responsible for generating sustained press coverage throughout Dave & Buster's launch cycle, introducing management to Indianapolis' business and hospitality community, and planning and promoting the company's VIP pre-grand opening event.

"We retained Synergy to give the new Indianapolis team access to a professional marketing and PR partner who sets them up for long-term success," said Lesley Madsen, regional marketing manager for Dave & Buster's. "Synergy has proven to be an invaluable resource. The agency has the connections, knowledge of the local market and great promotional ideas Dave & Buster's needs to establish a strong base of loyal customers and strategic partners well beyond the launch."

The Dallas-based restaurant giant chose Synergy as its agency partner due to the firm's extensive experience helping other national companies enter the Indianapolis market. Over the past several years, Synergy has provided strategy, promotion, issues management and relationship-building initiatives to numerous other large businesses looking to establish a positive reputation and network of contacts in Indiana. The agency has a strong track record of helping its clients drive demand, attract employees and establish themselves as respected corporate citizens.

"Companies have one shot to differentiate themselves from the competition when they enter a new market," said Synergy's President and Founder Amy Zucker. "We have the launch process nailed. Over the years we have helped dozens of national companies — including restaurants, retailers and service organizations — penetrate the Indianapolis market. The net results of our efforts are awareness, strategic relationships and demand that generates long-term revenue."

**About Dave & Buster's, Inc.**

Celebrating over 26 years of operations, Dave & Buster's was founded in 1982 and is one of the country's leading upscale, restaurant/entertainment concepts with 53 locations throughout the United States and in Canada. A great place to eat, drink and play, Dave & Buster's pairs a signature menu with top-notch amusements in an upscale, yet festive restaurant and entertainment venue. More information is available on the company's Website, [www.daveandbusters.com](http://www.daveandbusters.com).



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### **About Synergy Marketing Group, Inc.**

Synergy Marketing Group is one of the industry's [top marketing firms in Indianapolis and Dallas/Fort Worth, Texas](#). The agency also is known as one of the most experienced [public relations \(PR\) firms in the Indianapolis and Dallas/Fort Worth Metroplex markets](#). Our team of marketing and public relations specialists provides strategic counsel and hands-on support to help our clients generate awareness, build credibility, create demand and meet revenue objectives. We leverage quantifiable marketing processes and proven best practices to deliver measurable results. Synergy differentiates itself through our partnership approach, dedication to client satisfaction, culture of accountability, and commitment to quality and excellence. Synergy is a [certified Women-owned Business Enterprise \(WBE\)](#). We offer the following services: advertising, marketing, [brand strategy](#), corporate communications, event planning, lead generation, market research, public relations, [media relations](#), [custom Web development](#) and search engine optimization. To learn more about the firm, please call 888-284-0555 or visit <http://www.synergy-mg.com/>.

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