



SYNERGY
MARKETING GROUP, INC

A Certified Woman-Owned Business Enterprise (WBE)

MEDIA CONTACTS:

Amy Zucker or Pat Pickett

Synergy Marketing Group, Inc.

(317) 205-9690 ext. 223 or ext. 228

amy@synergy-mg.com or pat@synergy-mg.com

Lands' End Features Indianapolis Marketing Agency's Work in Holiday Promotion

INDIANAPOLIS – A logo created by Indianapolis-based Synergy Marketing Group, Inc. was recently featured by Lands' End as part of the international retailer's holiday promotions. The logo was designed for Indiana-based bTech, an environmental consulting firm.

The bTech logo was one of 18 new brands launched in 2009 by Synergy Marketing Group. As part of bTech's branding project, Synergy created an entirely new image for the company, including the logo, corporate materials, a new Web site, sales materials and e-mail marketing. bTech, like many of Synergy's clients, engaged the agency to update its brand, make it more relevant in today's economy and better resonate with target audience groups.

"We were excited to hear that Lands' End was so interested in featuring bTech's logo," commented Susan Kuehnhold, vice president of creative services for Synergy Marketing Group. "Not only does bTech's new brand connect with the engineering industry, but it also has broad appeal. Lands' End will give both bTech and Synergy great national exposure."

The Synergy team enjoyed the bTech branding challenge. The agency had the opportunity to provide a total image make-over for the Chesterton, Ind. environmental company. The brand colors, vibrant photography and energetic style are designed to project the company's focus on green initiatives. The new Web site address is <http://www.btechenvironmental.com/index.php>.

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, strategic marketing, brand strategy, corporate communications, event planning, lead generation, market research, public relations, media relations, custom Web site development and search engine optimization. To learn more about the firm, please call 888-284-0555 or visit <http://www.synergy-mg.com/>.

integrated strategy. consistent results