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MARKETING GROUP, INC

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FOR IMMEDIATE RELEASE

Synergy Marketing Group Expands Agency into Dallas/Fort Worth Metroplex Market; Adds New Vice President of Creative Services to Leadership Team

INDIANAPOLIS and DALLAS/FORT WORTH – Synergy Marketing Group recently expanded into the Dallas/Fort Worth Metroplex market. The new office, located in Irving, Texas, is managed by the agency's newly appointed vice president of creative services, Susan Kuehnhold. In addition to establishing Synergy's presence in Texas, Kuehnhold also oversees the firm's branding, creative and Web development processes. Synergy will offer its strategic marketing and public relations services to Dallas, Fort Worth, Arlington, Plano, Keller, Las Colinas and Irving organizations.

"Expanding Synergy's geographic footprint makes a lot of sense for us," noted company founder and president, Amy Zucker. "We have a strong background in marketing technology, education, health care, restaurant and retail-based businesses, and these are all high-growth industries in the Lone Star State."

Synergy has worked with Kuehnhold since 2003 through strategic partnerships with two creative services firms she owned and operated: IdeaMix and PixelFizz. In her new role she will develop brand strategy, define creative direction and serve as creative director for all of Synergy's clients. Her 18-year career includes brand development and management, advertising, Internet marketing, Web design and strategy, corporate communications and trade show support.

"Over the last six years Susan and Synergy have collaborated to create dozens of memorable brands, effective advertising campaigns and lead-generating Web sites," commented Zucker. "Shifting her role from a valued partner to a vital member of Synergy's leadership team was a strategic decision designed to meet the needs of our clients, drive greater efficiencies into the creative process and expand our creative services portfolio."

"Joining Synergy is a great opportunity and has been inevitable in my mind. Working even more closely with Synergy's team and clients will be rewarding and mutually beneficial," said Kuehnhold. "As leader of creative services I look forward to applying my skills in brand strategy, as well as my creative passion, across a broader set of clientele and marketing challenges. I'm also eager to leverage my business acumen and entrepreneurial spirit to establish, manage and grow the new Dallas/Fort Worth office."

To learn more about Synergy Marketing Group, contact Marc Zucker at 888-284-0555 or marc@synergy-mg.com.

About Synergy Marketing Group, Inc.

Synergy Marketing Group is a full-service marketing and public relations agency with offices in Indianapolis, Ind., and Dallas/Fort Worth, Texas. Our team of experienced brand development, marketing, public relations and advertising specialists and consultants provides ongoing strategic counsel as well as 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 in the market 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 specialize in the following services: [advertising](#), [strategic 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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