

4030 easton station, suite 300
columbus, oh 43219

ph 614.383.1500 fx 614.383.1501

Pete McGinty Named President of Fahlgren Advertising *Marketing Executive Returning to his Roots*

COLUMBUS, Ohio (October 22, 2009) – Neil Mortine, Chairman of Fahlgren Inc., announced today that Pete McGinty has been named president of Fahlgren Advertising. In this position, McGinty will oversee strategy, client services and new business.

Known to many in central Ohio for his role as vice president of marketing for Experience Columbus, McGinty's move to Fahlgren represents a return to his agency roots. Before joining Experience Columbus in 2002, McGinty was executive vice president, director of LSY Digital after serving in several advertising leadership roles for that agency for more than 13 years. (Fahlgren acquired Lord, Sullivan & Yoder in 2003.) McGinty's agency background also includes two years with Fahlgren Swink and five years with other agencies.

"I've known Pete for many years, and I'm extremely pleased to have him join our firm and lead our advertising agency," Mortine said. "Pete's leadership, strategic skills and digital expertise will be a great asset to Fahlgren Advertising and the entire Fahlgren organization moving forward. His personality is a great fit for our culture, which is very important to me."

McGinty said he is ready to take on the challenge of leading an agency. "I've had some amazing opportunities in my life and have thoroughly enjoyed the opportunity to represent all that Columbus has to offer through Experience Columbus," McGinty said. "But I'm ready for the next phase in my career, and I'm excited to be back in the agency world."

McGinty officially joins the Fahlgren team November 9.

About Fahlgren, Inc.

Columbus, Ohio-based Fahlgren Inc. is one of the nation's top independent communications agencies with offices in five states. Fahlgren, Inc. serves clients through two business units: Fahlgren Advertising and Fahlgren Mortine Public Relations. For more information, please visit www.fahlgren.com.

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For more information, contact:

Jenny Fuerst
Director, Corporate Communications
614-383-1523
jenny.fuerst@fahlgren.com