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Fahlgren Advertising Wins the West Virginia Lottery

COLUMBUS, Ohio (March 1, 2010) — Fahlgren, Inc. is pleased to announce an exciting win for its advertising division after a successful bid for the West Virginia Lottery advertising services contract. Fahlgren will serve as the advertising agency of record to launch a strategic marketing campaign to help increase public awareness of the value Lottery dollars bring to the State and drive lottery participation across the region.

Fahlgren's established footprint across West Virginia provides an opportunity for the agency to utilize its expertise in consumer-centric strategic planning and target lottery players within the state. Using its extensive experience in retail as a springboard, Fahlgren will execute a campaign combining its creativity in advertising and branding to reach new and emerging markets.

Fahlgren's heritage is rooted deep in West Virginia's history thanks to its founder, H. Smoot Fahlgren, who launched Fahlgren, Inc. as a competitive agency in 1962 in Parkersburg, W.Va. Since then, Fahlgren has conquered every West Virginia market and has supported multiple West Virginia companies including United Bank, Huntington Alloys, West Virginia Brewery, and Huntington Federal Savings Bank. In the early '90s, under the leadership of former Governor Gaston Caperton, Fahlgren coined the popular catch-phrase, "wild and wonderful," which still represents the Mountain State today.

"We have so much history throughout the state of West Virginia," said Neil Mortine, chairman and CEO of Fahlgren, Inc. "As we continue to grow as an agency, this client win allows us to expand our areas of expertise in a place we already call home. Having a solid understanding of the state's market will enable our team to show that the West Virginia Lottery Commission is an attractive organization that can bring rewards to many across the region."

About Fahlgren, Inc.

Columbus, Ohio-based Fahlgren, Inc. is one of the nation's top independent communications agencies employing 150 communications professionals in six states. Fahlgren, Inc. serves clients through two business units: Fahlgren Advertising and Fahlgren Mortine Public Relations. For more information, please visit www.fahlgren.com and www.fahlgrenmortine.com, and since the acquisition announced Q1 2010, also check out www.edwardhoward.com.

About the West Virginia Lottery

Established in 1985, the West Virginia Lottery was created to carry on a continuous study of West Virginia Lottery operations throughout the state. Appointed by the governor with the approval of the senate, the Lottery Commission is required to have seven members comprised of a lawyer, a certified public accountant, a computer expert, a marketing specialist and one member with no less than five years experience in law enforcement with two additional members representing the "public at large". Members serve overlapping terms of five years and are eligible for successive appointments to the commission.

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