

For Immediate Release

## **Velocity Studio Taps Reardon Smith Whittaker for Lead Generation Assistance**

*Partnership Marks Expanded Canadian Client Base for Cincinnati-Based RSW*

**Cincinnati, OH – June 23, 2008** – The U.S. office of Reardon Smith Whittaker, an agency lead generation and sales firm, has today announced the addition of Velocity Studio, a full service marketing communications firm based in Ontario. This marks the second Canadian client for the Cincinnati-based outsourced lead generator.

Velocity tapped RSW to assist in the agency's new business development in order to attract more long term clientele who can take advantage of the broad spectrum of services offered by the marketing firm.

"The RSW new business development methodology has a proven track record of success, one that we look forward to employing in order to maintain consistent, targeted communication with all of our potential clients," Velocity agency principal Shane Stuart said. "We believe RSW will be a terrific asset to our organization's growth and an outsourced sales partner for years to come."

"We are happy to enable Velocity Studio the opportunity to work with new clients that will truly showcase the breadth of their marketing, branding and design expertise," RSW managing director Mark Sneider said. "With the burden of new business development lifted, Velocity executives are now able to dedicate more time to creating new and better brands for their clients."

Velocity Studio marks the second Canadian client on RSW's roster. The outsourced lead generator works with advertising, marketing and public relations agencies throughout the United States with new business development efforts. In addition, RSW conducts surveys on a semi-annual basis monitoring trends within the marketing industry and are available for download at [www.rswus.com/surveys](http://www.rswus.com/surveys).

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### **About RSW**

Reardon Smith Whittaker is a lead generation and agency branding consultancy that operates like a virtual new business development group to help agencies build pipelines of qualified new business opportunities and more effectively position themselves in the marketplace. More information can be accessed at [www.rswus.com](http://www.rswus.com) or by calling 513.559.3101. Sneider can be contacted at [mark@rswus.com](mailto:mark@rswus.com).

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