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CONTACT:

Dolores Jarazo
Single Source Marketing
7 ½ Bridge Street
Danvers, MA 01923
Phone: 978-777-9992 x.16
djarazo@singlesourcepromo.com

Single Source Named Agency of Record for the City of Lowell

DANVERS, MA, October 6, 2008 - Single Source Marketing, Inc. announced today that it has been named the agency of record for the City of Lowell. The agency will be responsible for marketing and advertising initiatives including brand development, web design and media buying.

“We felt the time was right to revisit the City’s core brand,” said LZ Nunn, Director of Special Events and Cultural Affairs for the City. “Lowell has undergone a tremendous transformation over the past 10 years and we wanted to engage an agency to help further promote the City and all of its assets.”

“We were impressed with Single Source’s methodical approach to brand development,” said Lowell City Manager, Bernard F. Lynch. “That’s what caught our attention. Plus, their knowledge of the City and results-driven mentality will help us achieve both our short and long-term marketing goals.”

“The City of Lowell is a terrific place to live, work and visit. Single Source has been doing business in Lowell for almost five years. With world-class venues, outstanding residences, amazing restaurants and a thriving business community, Lowell has a great story to tell,” said Rick Alpern, President of Single Source. “We are looking forward to helping craft their image in a way that is befitting of such a great city.”

About The City of Lowell

A crossroad of commerce and creativity, the City of Lowell is a diverse urban environment. Named one of the best places to live by Boston Magazine, the City is characterized by its established arts community, distinct residences and commercial vitality. The fourth largest city in the Commonwealth of Massachusetts, Lowell is home to an eclectic mix of cultural attractions and events including the Lowell Folk Festival, Lowell National Historical Park, Lowell Memorial Auditorium and the Tsongas Arena. A leader in urban redevelopment, Lowell offers a variety of residential and commercial space from renovated mills to modern high-rises. Strategically located at the intersections of Routes 495, 93 and 3,

Lowell has established itself as a leading business and entertainment destination throughout Massachusetts and Greater New England.

About Single Source

Single Source is a full service marketing, advertising and promotions agency located on the North Shore in Danvers, Massachusetts. Single Source's clients include The Lowell Five Cent Savings Bank, American Baby Faire, Dunkin' Donuts and other businesses in a wide variety of industries. For more information about Single Source, visit: www.singlesourcepromo.com.

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