



News

FOR IMMEDIATE RELEASE

Contact: Aleah Cerniglia
608.442.7373
acerniglia@shinenorth.com

IN DOWN ECONOMY, SHINE ADVERTISING CONTINUES TO SHINE
Madison Agency Wins Two New Clients, as well as Creative Recognition for New Client Website

MADISON, WI (June 12, 2008) – In spite of an economic downturn in which most ad agencies are struggling to make ends meet, Shine Advertising continues to win new clients and accolades.

After a review with agencies from the East Coast, Shine was named online agency of record for Epic Kayaks, a brand of high-performance kayaks headquartered in Charleston, SC. In addition, after a review with other Wisconsin-based agencies, Shine was awarded the Carver Yachts business. Carver, one of the leading luxury cruising yacht manufacturers in the world, is headquartered in Pulaski, WI.

"We are an agency dedicated to building passion between people and brands," said Greg Wold, associate account director at Shine. "With brands like these, in many ways, our job is easy — building on the great products, heritage, and equities of Epic and Carver will be a genuine pleasure."

In addition, a recently completed Shine website for New York-based company The 24 Hour Plays was cited by "Communication Arts" magazine as its "Pick of the Week." Other brands that have shared this honor include national consumer brands Pearl Izumi, Zune, and Toyota Tundra.

"Great work gets noticed," said Mike Kriefski, co-founder and creative director at Shine. "Our work for The 24 Hour Plays captures the spirit of their brand through a dynamic online storytelling experience." The 24 Hour Plays website can be seen at 24hourplays.com.

These new account wins and accolades come on the heels of Shine being named national consumer agency of record for Wisconsin Cheese by the Wisconsin Milk Marketing Board, a nonprofit organization of Wisconsin dairy producers that promotes the consumption of milk, cheese, and other dairy products made in America's Dairyland.

- more -

“Just under seven years ago, we were three big-agency veterans who were tired of the way the ad game was being played – and we thought that maybe, just maybe, we could do something about it,” said Kriefski. “We’ve broken nearly every rule that guides the traditional ad agency – and it’s worked – for both us and our clients. That’s what leads to new client wins and great work. Especially in an economic downturn, clients want fresh. They want bold. They want results. They want Shine.”

Since its inception, Shine has grown into one of Madison’s biggest, and best, advertising agencies. With more than \$27 million in billings and a roster of national consumer brands, the agency has attracted both clients and employees from across the country.

In any given year, Shine turns down more work than it accepts – choosing only to work with like-minded clients. “Opting for slow growth,” says Wold, “allows us to focus on doing great work that is rooted in well-defined business objectives. And by focusing on the success of our clients, we’ve found our own success. It’s as simple as that.”

Shine Advertising Co., headquartered in Madison, WI, helps build both established and up-and-coming brands such as Harley-Davidson Motorcycle Co., Weather Shield Doors and Windows, Umi Children’s Shoes, and Veridian Homes. A full-service, employee-owned firm, Shine is dedicated to building passion between people and brands and holds truth, honesty, and integrity as its core values. Learn more at shinenorth.com.

###

Fact Sheet

June 2008

Contact: Aleah Cerniglia
608.442.7373
acerniglia@shinenorth.com

FACTS ABOUT SHINE ADVERTISING CO. Reinventing the Advertising Industry, One Day at a Time

Most new ad agencies are the result of talented but disgruntled employees leaving an agency, stealing a client, and starting a company with the comfort of having their first client in hand. This is no such story.

Launched in August 2001, Shine's founders left the security of their VP jobs at other agencies without any clients, but with a dream of finding a better way – of building a better kind of advertising agency. Shine started with no clients, no office space, and little to no cash to speak of. What the founders did have, however, was experience, drive, and a track record of delivering big results for big clients. Forty-three days after "opening their doors," Shine won the Elefanten Children's Shoes account in a four-agency account review.

Today, the agency has 25 full-time employees, works on national consumer brands such as Harley-Davidson and Weather Shield Doors & Windows, and has annual capitalized billings of approximately \$27 million.

A DIFFERENT KIND OF AGENCY

- Shine has one mission, and one mission only: To generate results for our clients by building passion between people and brands.
- Truth, honesty, and integrity. These aren't just words in Shine's core values, they drive how we work with each other and our clients.
- When it comes to marketing and branding, most agencies overcomplicate the process in order to justify higher fees. At Shine, we work hard to make the complex simple, revealing the inherent truths that are found between people, brands, and products — which then lead to breakthrough solutions.
- Yes, we want, and need to be profitable. It's how we can afford the greatest talent. But we never put our profitability over humanity or community. This means saying no to clients who don't share our values or to products and brands that we don't believe in.

A DIFFERENT APPROACH TO EMPLOYEES

- From the first day an employee starts at Shine, they are on-track to becoming a partner. This means they have a say in how the business is run, and hold each other accountable for our behavior, both internally and externally.
- Too many companies talk about partnership, and never back it up. At Shine, partnership is about having a seat at the table and sharing in the rewards. For our clients, this means that each and every employee has a vested interest in the success of their account and shares in the profits of the agency.
- We know that employees are an agency's most valuable asset — and we go to great lengths to take care of ours. We pay 100% of health and dental premiums for both individuals and families. We pay for parking at our downtown office. And cable modems for our employees' homes. We don't count sick days and we close the office between Christmas and New Year's. We even have a Shine Arts Initiative, that gives employees money each year to pursue their artistic interests on their own time.

A DIFFERENT APPROACH TO CLIENTS

- Like other service professionals — and unlike most other agencies — we charge our clients only for our time. No markups on production. No commissions on media. No triple net billing. This way, we can objectively consult our clients on the right solution for their business and brand — and not be persuaded by the impact our recommendations have on our own financial well-being.
- We guarantee results. And we're willing to gamble our compensation on it. We do this because our sole focus is on exceeding quantifiable measures for each client's business, brand, and strategic objectives. In seven years of business, this is a bet we've never lost.
- Good relationships require good communication. That's why we've developed the Shine Charter, a clear statement of what clients should expect from Shine and what we will expect from them. And then we manage against those expectations. Every day.

SHINE CLIENT ROSTER

Shine Advertising Co., headquartered in Madison, WI, helps build both established and up-and-coming brands.

Following is a sampling of the clients we have served since our inception:

- Carver Yachts — Pulaski, WI
- Elefanten Children's Shoes — Milwaukee, WI
- Epic Kayaks — Charleston, SC
- Harley-Davidson Motorcycle Co. — Milwaukee, WI
- Madison Mallards — Madison, WI
- Nuchi Toys — Milwaukee, WI
- Planning Design Build — Madison, WI
- Peachtree Doors & Windows — Atlanta, GA
- *SCORE!* Educational Centers — Chicago, IL
- Shure Audio Electronics — Chicago, IL
- The 24 Hour Plays — New York, NY
- Umi Children's Shoes — Milwaukee, WI
- Veridian Homes — Madison, WI
- Weather Shield Windows & Doors — Medford, WI
- Wisconsin Cheese — Madison, WI

SHINE BRAND EXPERIENCE

The team at Shine has worked on the following brands: Andersen Windows, Benetton, Berghoff Beer, Bretford Furniture, Country Kitchen, Einstein Wireless, Ektelon Racquetball, Gary Fisher Bicycles, Guild.com, Head Sports Gear, JanSport, Kohler Kitchen & Bath, Kraft Foods, Lands' End, Lava Brand Motion Lamps, Penske Racing, Prince Tennis, Punchstock, Rollerblade, SieMatic Kitchen Cabinets, Subway, TaylorMade Golf, Techline Furniture, and Trek Bicycles.

SHINE MANAGEMENT

Curt Hanke is co-founder and account director of Shine Advertising Co. Prior to starting Shine, Curt worked at some of the largest and most successful agencies in the country, including Grey Advertising/Los Angeles and Campbell-Mithun/Minneapolis, where he worked on the Kal Kan and Andersen Windows brands, respectively. Experienced in a wide variety of business categories, additional brand experience includes Country Kitchen, Einstein Digital Phones, Kimberly Clark, Kraft Foods, Subway Restaurants, and Taliesin Preservation, Inc.

Mike Kriefski is co-founder and creative director of Shine Advertising Co. After starting his career in graphic design, he became an art director at Young & Rubicam, then the largest agency in the world. Mike then worked at several leading creative shops across the country, cutting his teeth on brands like Kohler, Lands' End, Pacific Cycle, Coca-Cola, Berghoff Beer, and United Way. With over 100 creative awards throughout his career, Mike's work has been featured in prominent industry publications, including Adweek, Communication Arts, and Print Magazine.

Chad Bollenbach is co-founder and design director of Shine Advertising Co. His graphic design career took hold at The Hiebing Group, where he cultivated his skills on brands like Lionel Trains, Everpure Water Filtration, and Quicksilver Inflatables. Chad then moved to Lindsay, Stone & Briggs, where his work for The Madison Repertory Theater and Taliesin Preservation, Inc. won regional and national acclaim. With work spanning a wide variety of business categories and media, Chad's expertise has proven invaluable in maintaining a brand's integrity across a breadth of communications.

EDITOR'S NOTE:

High-resolution photo files of Shine management, agency team, and recent work samples are available. For information, contact Aleah Cerniglia at (608) 442-7373.