



FOR IMMEDIATE RELEASE

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**WILLIAMSON COUNTY'S OFFICE OF ECONOMIC DEVELOPMENT BEGINS
DIRECT MAIL MARKETING WITH LIMPUS COMMUNICATIONS**

NASHVILLE, Tenn., (September 3, 2008) – The Williamson County, Tennessee Office of Economic Development (www.WilliamsonProsper.com) has selected Limpus Communications to help create and execute direct mail marketing efforts to increase corporate relocations to the area.

The first project will be a mailer to site selection practitioners across the county touting the recent relocation and opening of Verizon Wireless' new regional headquarters in Cool Springs.

“This project will be a case of uniting the resources of Limpus Communications and DNA Creative Marketing, a boutique creative design firm I've had the pleasure of working with many times before,” said Frank Limpus, principal, Limpus Communications. “That's one of the advantages of our firm... we have the ability of pulling in any number of highly experienced associates for a client, keeping costs low, but creative and communications effectiveness high. This should be a fun project.”

The direct mailer will tout the fact that Verizon chose Williamson County as a new home for a variety of reasons, least of which were its workforce, the support of local government and the vibrancy of the area.

Other projects have been discussed and will likely be addressed in the spring of next year, including a new department logo, letterhead, presentation pieces and a new collateral

system that should update the department's image. Additional PR support will be implemented as needed.

"Matt Largen, director of the economic development department, has a great vision for what he and the county mayor want to accomplish and I'm pleased he's chosen us to help him attain that goal," Limpus said. "Of course, since I live and work in Williamson County, I really want to see him and his department succeed... because the more business relocations and start-ups we can generate, the stronger the tax base and the greater the quality of life will be for all of us."

Consistently one of the nation's most attractive, fastest-growing areas, Williamson County is the economic engine of the Nashville region and is known for its scenic beauty, quiet neighborhood and thriving business districts. Over half of the largest publically traded companies based in Middle Tennessee call Williamson County home. Upscale suburbs and large retail/office parks in Brentwood and historic ambiance and business settings in Franklin have made the area a leader in population, employment and per capita income growth.

Limpus Communications is a Franklin-based marketing communications agency that creates and executes internal and external communications to help businesses exceed their goals and objectives. With more than 25 years of experience in industries that include healthcare, automotive, higher education, banking and consumer goods, and access to experienced associates, the agency provides a cost-effective alternative to full-service communications firms or in-house workers.

For more information: www.limpuscommunications.com or 615-668-9938.

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