



FOR IMMEDIATE RELEASE

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**ADDITIONAL COMPANIES TAP LIMPUS COMMUNICATIONS
FOR MARKETING COMMUNICATIONS EXPERTISE**

NASHVILLE, Tenn., (August 1, 2012) – Limpus Communications has been selected by five more companies to support their marketing communications needs for a wide variety of products and services, it was announced today.

Des-Case Corporation, Care Technology Systems, Brentwood Hearing Center, 20/20 Research and Enact The Plan have all hired the Williamson County marketing communications firm in the last several months to help strengthen their brand awareness in the Middle Tennessee market and beyond.

“Having worked in many of these industries, I’m keenly aware of what is needed to help these clients meet their marketing objectives,” Frank Limpus, principal, Limpus Communications said. “All of these brands have their own unique challenges to raising awareness and creating more business opportunities and we feel confident we’ll be able to help them do what they need to do for their bottom line. We’re looking forward to being a strategic business partner to each one.”

Based in Goodlettsville, Tennessee, [Des-Case Corporation](#), a global leader in industrial lubrication and contamination control, manufactures breathers and fluid handling equipment for industrial and large equipment needs. Limpus will be supporting the company's marketing communications, messaging, advertising, public relations and planning efforts.

A Nashville-based healthcare company, [Care Technology Systems, Inc.](#) integrates technology to help seniors age-in-place. In 2011, the Tennessee Technology Development Corporation designated the company and its QuietResponse product as the state's best healthcare innovation of the year. Limpus has been asked to provide general public relations and branding support for the two-year start-up.

[Brentwood Hearing Center](#) provides audiology care to the hearing impaired and their families throughout Middle Tennessee and has aided more than 10,000 patients since its 1986 opening. Limpus will follow a previous assignment from last year by helping with the center's re-opening and other upcoming public relations opportunities.

A market research technology and services firm with projects in more than 65 countries, [20/20 Research](#) provides online qualitative research support and field logistics for researchers and marketers around the world. In addition to its Nashville headquarters, the firm has offices in Charlotte, North Carolina and Miami, Florida. Limpus has been asked to help the 27-year-old company increase its brand awareness.

Enact the Plan, or more officially, [Citizens for Enacting The Bowles-Simpson Plan](#), is a grassroots organization formed by Franklin, Tennessee wealth manager Tim Pagliara to press Congress and the President to enact recommendations of the 2010 National Commission on Fiscal Responsibility and Reform, also called the "Bowles-Simpson Plan," which details dozens of moderate-to-large solutions to the nation's current fiscal challenges. Raising the group's profile both locally and nationally is the charge given to Limpus and his partner firm, Wheelhouse Marketing Advisors.

Limpus Communications is a Franklin-based marketing communications agency that helps clients better communicate about themselves, their products, their services or their ideas. With more than 25 years of experience in industries including healthcare, economic

development, financial services, manufacturing, professional services and consumer goods, and access to experienced associates, the agency provides a cost-effective alternative to full-service communications firms or in-house employees.

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

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