FOR IMMEDIATE RELEASE

**Innis Maggiore closes 40th year with impressive growth**

CANTON, Ohio (Jan. 22, 2015) – Innis Maggiore, the nation’s leading advertising agency in the practice of positioning, grew significantly in 2014 with the addition of 11 new clients.

“Innis Maggiore celebrated its 40th anniversary with continued growth and deep appreciation for our clients, long-time and new,” said Dick Maggiore, president and CEO of Innis Maggiore. “Our agency’s commitment to the practice of positioning differentiates us and delivers results for our clients. It’s a strategy that contributes to the growth and success of our clients in very competitive markets. As the new year begins, we’re looking forward to an even stronger 2015.”

The agency’s new clients include:

**American Cable Association**, Pittsburgh, Pa., the national membership organization for independent cable operators and their customers.

**Mid's**, Navarre, maker of true Sicilian pasta sauces sold in over 10,000 stores in 32 states.

**NOMS Healthcare**, Sandusky, a physician-owned, multi-specialty medical group.

**Norman Eckinger Inc.**, Canton, a design/build commercial and industrial construction company.

**North Canton City Schools**, a district that ranks in the top 4 percent across the nation according to *U.S. News and World Report*.

**Oelslager for Ohio Committee**, an organization to re-elect Ohio State Senator Scott Oelslager of District 29.

**Tesla NanoCoatings**, Canton, inventor of superior corrosion-resistant Teslan® Carbon NanoCoating.

**The Schroer Group**, Canton, an integrated health care company comprised of three rehabilitation and nursing home divisions: Altercare, Absolute and Avalon Food Services.

**Three of Cups Winery**, Woodinville, Wash., an up-and-coming winery and vineyard.

**Troyer Cheese Company**, Millersburg, a family-owned national manufacturer and distributor of specialty Amish foods and related products.

**YMCA of Central Stark County**, a local nonprofit with community and development centers throughout the county.

Innis Maggiore Group is the nation's leading advertising agency in the practice of positioning, building strong brand positions for companies in competitive markets. The advertising and public relations agency had 2014 capitalized billings of more than $26 million. Key clients include AultCare, Aultman Hospital, Bank of America, Campbell Oil/BellStores, FSBO.com, GOJO Industries, Inc., inventors of PURELL®, Goodyear, GuideStone Financial Resources, Kendall House/KFC, Nickles Bakery, RTI International Metals and Republic Steel. Innis Maggiore is a member of the American Association of Advertising Agencies and the Public Relations Society of America. The company maintains a website at [www.innismaggiore.com](http://www.innismaggiore.com).

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