

## **FOR IMMEDIATE RELEASE**

### **An Evolution in Hard-Hitting Public Relations has Arrived and Its Name is SNG PR**

*Utah's elite public relations firm – re-branded as SNG PR – plans for growth while retaining rich legacy*

**Salt Lake City – April 9, 2007** – While having established a reputation for promoting the growth of Utah businesses, the state's leading PR firm is undergoing an evolution.

Leslie Norris has acquired the controlling interest in four-year-old Snapp Norris Group, Inc., where she was managing partner. In addition to re-branding the agency name to SNG PR, the change allows the growing agency to pursue new opportunities and expand its offerings to serve a broader client base.

"As with all Utah companies, growth and expansion is essential for sustained success," said Ron Heinz, managing director of Canopy Ventures. "SNG PR has been an integral player in the success equation for Canopy portfolio companies and I am confident they will continue to do so for Canopy and other growing Utah companies."

Under Norris' direction, the agency plans to expand its operations outside of Utah in 2007 and 2008, while continuing to grow the strength and capabilities of the award-winning Utah-based team. With its seasoned and diverse public relations team, SNG PR is able to provide unique insights and bold, strategic thinking where traditional agencies cannot.

SNG PR will build on Snapp Norris Group's strengths and successes in continuing to bring innovative PR to national and local clients. SNG PR will also retain its Draper office location and the agency's personnel.

"We are still the same established and successful agency, with the same experienced senior team," said Leslie Norris, president and CEO of SNG PR. "The difference now is that we will be able to expand the scope of our operations and realize a greater vision of what PR can accomplish."

To celebrate the agency's new direction, SNG PR will host an open house on May 18, 2007 from 12:30 to 4:30 p.m. The event will be open to the public, and is a chance for business leaders, community members and media representatives to network and celebrate with SNG PR as it ushers in a new era. An extensive lunch, appetizer and dessert buffet will be provided. The festivities will take place at SNG PR's Draper office, located at 14183 S. Minuteman Drive, Suite 100. Invitations will be sent out and posted on local calendars over the next month. For more information, call (801) 208-1100.

#### **About SNG PR**

SNG PR is the leading public relations agency in Utah, building on a long-standing reputation for excellence in public relations and strategic counsel. Currently, the agency is positioned among the nation's top mid-size technology PR firms. Offering all aspects of public relations planning and execution, SNG PR provides the key communications elements companies need to build a strong market presence in today's fast-paced and challenging world.

Recent honors for the agency include MWCN Emerging Elite, UVEF Top 25 Under 5 and *Connect* magazine's Reader's Choice recipient in the PR category. Leslie Norris has been recognized as one of *Utah Business* magazine's 30 Women to Watch and vSpring's Top 100 Venture Entrepreneurs. For more information, please visit [www.sng.com](http://www.sng.com).

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