



FOR IMMEDIATE RELEASE

SNG PR Announces New Partners

Top Utah public relations firm brings senior staff on as partners

SALT LAKE CITY—NOV. 6, 2008—SNG PR today announced Rod Anderson and Tim Rush have become senior partners in the company to manage agency operations and lead business development opportunities. SNG founder, Leslie Norris maintains a strategic advisory relationship with clients as well as a focus on business development for the agency in new markets.

[Rod Anderson](#) assumes the role of managing partner of operations for SNG PR where he will continue to lead key client accounts while also managing the agency's day-to-day operations. Anderson has been with SNG PR for three years and has more than 15 years professional experience in strategic public relations, communications and brand building. He has extensive experience directing public relations programs for emerging and established companies in both agency and internal corporate capacities. His strategic program development experience has provided national and global success for a myriad of companies by increasing revenue and market share through media relations in major business, trade, vertical and consumer media.

[Tim Rush](#) is being named as the agency's managing partner of PR services, continuing to lead client accounts as well as drive business development activities in Utah. Rush has been with the agency since its inception and has been a critical part of the company's growth. For the past decade, he has leveraged his wealth of experience in directing the strategic public relations activities for dozens of companies nationwide. He has conducted the national and global execution of numerous product and company launches, resulting in global awareness, increased sales opportunities and solid validation among targeted audiences.

"Companies and organizations that adopt strategic public relations as part of their overall marketing communications efforts can improve brand awareness, leapfrog competition and increase revenue-generating opportunities, even in these tough economic times," Anderson said. "Tim and I are committed to building on SNG's reputation for providing seasoned staff to deliver quality results with an uncompromising dedication to client service."

Norris added, "Both Tim and Rod have been key members in the agency's success and direction for many years now. This move for them has long been part of our planning and preparation, and it validates the fact that our success has grown out of a commitment to outstanding leadership, visionary thinking and skillful implementation of strategic programs and plans. I am confident that through their innovative leadership the agency will continue to flourish and succeed. I value the opportunity to pass the responsibility of day-to-day agency operations over to such capable professionals."

SNG PR leverages its deep reservoirs of expertise to provide public relations strategy and program implementation in areas including technology, electronics, consumer goods, bio-tech, government, green tech, healthcare, real estate, manufacturing and financial services.

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. The agency has been recognized among the nation's top mid-size 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. SNG PR has received many honors and accolades including the [PRSA Golden Spike Award](#) in the category of PR programs for Institutional For-Profit Companies. Other honors include MWCN Emerging Elite, UVEF Top 25 Under 5 and *Connect* magazine's Reader's Choice recipient in the PR category. For more information, please visit www.sng.com.

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PR contact:

Rod Anderson

SNG PR

(801) 208-1100

rod.anderson@sng.com

www.sng.com