

Fahlgren Mortine and SBC Advertising Combine to Become Fahlgren Mortine SBC

COLUMBUS, Ohio (April 30, 2018) – Fahlgren Mortine and SBC Advertising announced today that the two Columbus-based agencies owned by Eastport Holdings are combining to become Fahlgren Mortine SBC, an integrated marketing and communications agency. The combined agency has annual revenue of \$35 million and employees and offices in eight states as well as international partnerships around the world.

Neil Mortine will serve as president, CEO of Fahlgren Mortine SBC, having served in the same role with Fahlgren Mortine since the end of 2009.

“Our two agencies know each other well,” Mortine said, “Adding SBC’s strengths in marketing to Fahlgren Mortine’s successful integrated marketing and communications model creates an integrated agency well-positioned in an extremely competitive landscape and provides more opportunities for our clients and employees.”

Eastport Holdings acquired SBC Advertising in 2012 and Fahlgren Mortine earlier this year. Eastport owns 16 media, marketing and advertising companies throughout the United States.

About Fahlgren Mortine SBC

Fahlgren Mortine SBC is an integrated marketing and communications agency with revenue of \$35 million. The agency is headquartered in Columbus, Ohio, with locations in Cleveland and Dayton, Ohio; Charleston, W. Va.; Boise, Idaho.; Denver, Colo.; Myrtle Beach, S.C.; Chicago, Miami and New York City. Fahlgren Mortine SBC provides an integrated offering to clients around the world with industry specializations in business-to-business, consumer and retail, education, healthcare, logistics, technology, tourism/economic development and lifestyle brands. Capabilities include social media, digital services, advertising, public relations, research, branding, media planning/buying, creative and design. TURNER, a subsidiary of Fahlgren Mortine SBC, delivers industry-leading public relations, content development, influencer programming and social media services and represents some of the world’s best resorts, destinations and lifestyle brands. Fahlgren Mortine was named a 2017 Holmes Report Top Place to Work and Bulldog Reporter Agency of the Year. TURNER was named one of OUTSIDE Magazine’s Best Places to Work in 2017. For more information, visit www.fahlgrenmortine.com, www.sbcadvertising.com and www.turnerpr.com.

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