



**FOR IMMEDIATE RELEASE**

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## **Agency Spurs Growth With Three New Accounts** *RMD Advertising experiences growth in and out of the food category*

**Columbus, Ohio (July 21, 2009)** – [RMD Advertising](http://www.RMDadvertising.com), a fully integrated advertising, public relations and brand strategy agency in central Ohio, is excited to announce the addition of three new accounts to its growing roster of clients. Effective immediately, RMD will serve as Agency of Record for [Sandridge Foods](#), [Orlando Baking Company](#) and [Anomatic Corporation](#). RMD was hired to help the three Ohio-based companies promote their brands, launch new products and increase sales and awareness, through an integrated approach using advertising, public relations and web marketing.

With all three clients launching new products, RMD will approach each relationship with a comprehensive and integrated strategy. RMD and Sandridge Foods will work together on the launch of a new product to be introduced late 2009. Orlando Baking Company is gearing up to launch several new products, while at the same time working to increase awareness and market share of their existing products. Anomatic Corporation came to RMD looking to promote not only a new product, but also their lean manufacturing practices and recently added sustainability efforts.

Headquartered in Cleveland, Ohio, [Orlando Baking Company](#) is a premier bakery serving more than 250 varieties of breads and rolls. Orlando is committed to providing customers with flavorfully baked specialty breads, such as its ciabatta bread, garlic breads and breadcrumbs. RMD will kickoff the relationship with an aggressive PR campaign for the company's new and existing products.

[Sandridge Foods](#), based in Medina, Ohio, is a family-owned, fresh refrigerated foods manufacturer that specializes in hand-prepared foods including potato salad, chili, soup, pasta and seafood salads. Remaining true to the company's core values, Sandridge Foods provides fresh food with the consumer in mind. RMD will assist in research, PR and more.

The third new addition to RMD's roster of client is [Anomatic Corporation](#). Producing top-of-the-line anodized aluminum packaging for the cosmetic, personal care and fragrance industries, Anomatic Corporation supplies components for more than 100 companies across the globe including Lucky Brand, Revlon and Bath & Body Works. RMD will support the company's new and existing initiatives with PR, Web, e-marketing and advertising.

"The ability to continue to attract business within and outside of the emerging and growing food category is so gratifying to all of us at RMD," shares Sue Reninger, Managing Partner, RMD Advertising. "The agency continues to grow, even during one of the toughest years in recent memory, due to our ability to help our clients continue to grow. We have an amazing team, and an even more impressive roster of clients. We're very fortunate."

RMD is a fully integrated brand strategy, advertising and public relations agency in central Ohio, rooted in creative logic. As a regional agency specializing in three areas of intelligence: food, industry and service brands, RMD serves a variety of clients including Panera Bread, The Gorman-Rupp Company, The Town Center at Levis Commons, Rudolph Foods, Charley's Grilled Subs, Dei Fratelli and Henny Penny. RMD is bold about the fact that a sharp focus on creativity, smart solutions and a passion for building brand business sets it apart as the strongest regional agency in the Midwest.

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