

For Immediate Release

**Punch of Fives LLC, New Jersey's Newest
Marketing and Creative Services Company Is Launched in Montville**

— Led by industry veteran Mark Rowe, new shop to work with companies who realize demanding economic times require compelling and relevant creative solutions —

Montville, NJ (January 26, 2009) — Punch of Fives is a full-service marketing and creative services company that blends the imagination and creative spark of a boutique shop and houses it within SGW — a well respected integrated marketing communications holding company.

Based on this relationship, Punch of Fives has in place all the tools necessary — *on day one* — to effectively compete against much larger ad agencies that may have heritage, industry contacts and deep pockets working in their favor.

The agency's Managing Director and Chief Engagement Officer, Mark Rowe, has over twenty-years of experience, working at some of the best-respected agencies in the business, including Bozell, BBDO, Mullen and DDB Worldwide. Most recently, he was Senior Vice President, Director of Brand and Sales Development at Hammerhead Advertising in Hoboken, New Jersey.

But what's up with that name?

“Punch of Fives was adapted from an old Irish expression, ‘bunch of fives’ which refers to the clenching of a fist — presumably for the purposes of attacking an enemy or cajoling a drinking buddy,” Mark explains. As in, “Knock over my Guinness one more time, Paddy, and I'm going to give you a bunch of fives. We've changed the ‘bunch’ to ‘Punch’ to make it a little less obscure and more appropriate when talking about the

street-fighting nature of how brands need to compete in today’s uncertain — but opportunistic — marketplace.”

In an environment where many clients consider working with agencies to be a necessary evil, Punch of Fives offers clients — they prefer the term “committed partners” — the option of working on an *à la carte* basis, with custom-built groups of smart, curious — and frequently, off-kilter — marketing fanatics who take their work very seriously, but themselves less so.

The collective talent at Punch of Fives has played an integral role in building some of the best-known regional, national and global brands. These include Bank of America[®], Diageo[®], Honeywell[®], Ingersoll Rand[®], LendingTree[®], Liberty Science Center[®], LifeStyles[®] Condoms, State of New Jersey Division of Travel & Tourism, Nextel[®], Philips[®] Consumer Electronics and New Jersey-based craft brew Cricket Hill[®].

About Punch of Fives

Punch of Fives LLC, a scrappy little division of SGW Integrated Marketing Communications, is an independent marketing and creative services company located in Montville, New Jersey.

Custom-crafted marketing and creative solutions are at the heart of what Punch of Fives offers its client partners. Their full-service and à la carte offerings include creative development & production, media, research, interactive and web services, public relations, promotion and design.

For more information visit www.PunchOfFives.com.