

July 24, 2008

FOR IMMEDIATE RELEASE

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MARKETGARDEN SEEDS NEW BUSINESS THROUGH DALLAS ARBORETUM

(DALLAS, TX) – MarketGarden, LLC, a full-service, Dallas-based brand consultancy and integrated marketing communications agency, is leveraging its brand name association with the natural beauty of the Dallas Arboretum to attract new business.

The agency sends out “flower pot” invitations to business prospects, offering lunch at the Arboretum in exchange for an hour of face time to discuss the prospect’s marketing needs and review MarketGarden’s capabilities and creative portfolio.

So far, the effort has yielded three key appointments and two pending proposals.

“Obviously, with a name like MarketGarden, we get lots of brand play off of gardening-related associations,” said Joe Zagorski, MarketGarden founding partner. “Our logo incorporates green leaves, our website features lush garden images, our presentation materials are spiced with gardening and fresh market terminology.”

The MarketGarden invitation text suggests that “a budding relationship has to start somewhere...so why not at the Dallas Arboretum?” Enclosed in the flower pot are tickets to the Arboretum, as well as a parking pass. The recipient is encouraged to call MarketGarden to schedule a date, at which time the prospect and MarketGarden teams meet for lunch at the Arboretum’s DeGoyler Café.

“The offer definitely gets attention,” said Zagorski. “We’ve gotten better response than simply sending direct mailers or cold-calling, and we’ve even gotten some replies from prospects who can’t make the Arboretum lunch work, but would like to talk to us anyway. It’s been quite an encouraging harvest.”

Zagorski claims that often, the prospects stay and tour the grounds before leaving back to the office. The relaxed atmosphere removes pressure from the sales context and creates an immediate bond. “Kind of like going on a first date,” Zagorski said.

MarketGarden was founded in 2004 to perform campaign and project work for clients seeking a measurable return on their marketing investments. Their trademarked planning process, MarketCasting™, provides a step-by-step roadmap to achieving results. Core strengths include marketing research and planning, media research and planning, and creative development and execution.

For more information about MarketGarden, or to review an online portfolio, visit www.marketgardenllc.com or contact Joe Zagorski at 214-750-6601 for an appointment.

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