

NY NEWSWIRE

Contact: Kerry Gleason, Gleason PR, (585) 770-1592

Release Date: IMMEDIATELY

GLEASON PUBLIC RELATIONS COMPLETES NAME CONVERSION *Emphasis on Corporate PR Reflected in New Company ID*

Rochester, N.Y. -- (May 3, 2007) **Gleason Public Relations** is the new name for AdWorks, the marketing company established in 1994 to provide complete marketing services to more than 200 local businesses. Owner Kerry Gleason says the name change has been phased in over the past nine months with existing clients and with new business development.

“Our name change reflects a dedication to our core strengths,” Mr. Gleason said. “Few locally based companies can compete with our experience and successful track record, in terms of PR and media relations on a local, national and international stage. We are moving away from serving businesses with limited resources to providing maximum exposure at greater value for larger corporations.”

The Gleason PR logo features a stylized letter “G” on a navy blue inverted pyramid, which journalists recognize as the pinnacle for effective newswriting. The rest of the name and large PR offset the pyramid. The logo replaces the familiar AdWorks' crane, adopted in 1995, which symbolized “building businesses of any size.” Mr. Gleason says he continues to use AdWorks as the umbrella name for his company, and intends to protect it from use by other entities such as the Democrat and Chronicle newspaper, which refers to its in-house ad production staff with that name despite having no legal right to do so.

Gleason PR's new website is www.GleasonPR.com.

Mr. Gleason, 46, founded the company after more than a decade of high-powered leadership with PR giants Hill and Knowlton, Burson-Marsteller and healthcare specialists D.J. Storch & Associates. He has earned a reputation as a guru for national product launches, with credits including Wendy's Hot Stuffed Baked Potatoes, Johnson & Johnson's Acuvue Disposable Contact Lens, Bausch & Lomb lens products and lens-cleaning solutions, several Eastman Kodak products, the Buddy Cone System for ice cream retailers and the Nite Cap, a protective barrier to keep fruit flies out of distilled spirits in bars and restaurants nationwide. He is currently building launch strategies for companies on a local and national scale, but says he cannot divulge those clients or their products at this time.

His most memorable success was with the public relations support for Wendy's “Where's the Beef?” campaign, the worldwide phenomenon which boosted the company's bottom line by \$24 billion in 1984. Publicity for that campaign generated an average of 16 impressions for every U.S. resident. TV Guide's millenium retrospective issue named “Where's the Beef?” as the most memorable marketing campaign of all time. Mr. Gleason said he developed some of the spin-off strategies after the success of the initial campaign, developed licensing communications for the chain and wrote virtually every press release that propelled octogenarian Clara Peller to stardom.

“While ‘Where’s the Beef?’ was an amazing success story, I’m equally proud of the long-term success I generated with Johnson & Johnson. Optometrists and ophthalmologists did not want to hear about soft contact lenses being sold for \$5 a pair, when patients were convinced they cost \$200. Through strategic PR, we were able to show eyecare professionals that disposable lenses would increase their profits and create health benefits for their patients. Our press conference attracted nearly 100 media reporters and editors, it was a lede story on network news that evening and interviews were beamed by satellite to nearly every market in the country. Trade magazines called it the most successful launch in contact lens history, and the Acuvue product is still the number one lens in the world.”

In 1996, he launched NY Newswire, an online press release distribution service that helped revolutionize media relations in Upstate NY.

“At that time, in one-newspaper cities like Rochester and Buffalo, if your business news wasn’t featured in the daily newspaper, you were going nowhere,” Mr. Gleason said.

“NY Newswire used extensive use of e-mail with a database of more than 500 local media contacts, and by publishing the news online, we gave consumers and business users a chance to see the news that wasn’t being reported by traditional media limited by space or time. Some of our earliest releases were still being viewed online after more than a decade in 2006.” NY Newswire is offline until late June, Mr. Gleason said, while it undergoes re-design and re-programming.

He has been recruited by various organizations, including the American Red Cross, to speak to executives on the topic of “Effective Use of the Internet for Public Relations.” He is self-taught in web design and programming, and estimates he personally performs 90 percent of Gleason PR’s internet-based graphic design and content development.

He added that his business’ defined focus on public relations makes him available as a consultant for any ad agency looking for an edge in delivering meaningful results to its clients.

Mr. Gleason maintains a home in Irondequoit, N.Y., where he is actively involved in gourmet cooking, current events, films, and sports of all kinds. He covered the Buffalo Bills for a national football publication from 1990-1993, and his book contract was scrapped when the Bills failed to win Super Bowl XXVIII. Since then, he has published dozens of freelance articles and wrote two feature-length screenplays. Most recently, he completed “North Star: the Life of Frederick Douglass” and is now marketing the script to prospective producers. He has several inventions to his credit. Named the Society of Professional Journalists’ Outstanding Journalism Student in 1982, Mr. Gleason has also been honored with top awards from the PRSA, the International Association of Business Communicators and other PR and writing awards. He volunteers for the Special Olympics and other local charities.

-NYNewswire-