

FOR IMMEDIATE RELEASE

Linnihan Foy Advertising Teams Up with Minnesota Swarm

MINNEAPOLIS, Minn., December 20, 2010 —Linnihan Foy Advertising has been selected by the National Lacrosse League's Minnesota Swarm to handle its media planning and placements for 2011. The agency will lend its media buying expertise and knowledge of market trends to maximize the franchise's marketing investment.

"We are proud to partner with an accomplished franchise from the country's fastest growing professional sports league. This partnership provides us with the opportunity to improve the effectiveness of their media buy and ultimately increase visibility for the team across the state of Minnesota," said Dan Rasmussen, vice president and account director at Linnihan Foy Advertising.

The Swarm was brought to Minnesota in 2004 and is owned by John Arlotta of Denver and Andy Arlotta of St. Paul, Minn. As the team enters its seventh season, they are looking to expand their fan base and gain exposure for the sport of lacrosse throughout Minnesota.

"I'm excited about what Linnihan Foy can bring to our franchise. The agency's strategic approach will help us reach our audience while maximizing the value of our media program," said Brooke Caines, director of marketing and events for the Minnesota Swarm.

About Linnihan Foy Advertising

Linnihan Foy is a full-service advertising agency that provides growth-oriented businesses with a fully integrated marketing approach. Located in Minneapolis' historic Northeast warehouse district, Linnihan Foy creates comprehensive marketing strategies for a variety of business-to-business and business-to-consumer clients. For more information on the agency visit www.linnihanfoy.com.

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For more information, contact:

Neal Linnihan or Sean Foy

Linnihan Foy Advertising

Phone: 612.331.3586

neal@linnihhanfoy.com

sean@linnihhanfoy.com