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## NEWS

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FOR IMMEDIATE RELEASE

### **Century Old Brand Goes Non Traditional- Names Red Frog Agency of Record**

LARGO, Fla. (June 9, 2008) – Dew Cadillac & Hummer of St. Petersburg has just named Red Frog as its official agency of record. Red Frog will be launching a heavy social-media based campaign in an effort to increase local product and dealership awareness.

“We are very excited about this new relationship with Red Frog. They have done great things to get our attention and I know they will do the same with their creative team to reach our audience,” said Scott Larguier, general manager for Dew Cadillac & Hummer.

Jenn Greacen, Executive Director of Red Frog states, “We don’t need to sell cars. Cadillac and Hummer are amazing vehicles that sell themselves. What we are here to achieve is the re-awakening of this already long established Bay Area brand in the Dew dealership and customer experience”

#### **About the Dew Cadillac & Hummer**

Dew Cadillac is the oldest exclusive Cadillac dealership in the United States and ranks as one of the largest Cadillac dealerships in the southeast. Dew Cadillac has served the West Coast of Florida for over 85 years. Known as the St. Petersburg Garage, the dealership sold Cadillac, Essex and Hudson automobiles in the early 1900's.

#### **About Red Frog**

Red Frog [www.getyourfrogon.com](http://www.getyourfrogon.com), is a full service marketing, advertising and public relations firm specializing in paring traditional marketing structures with technology and non traditional techniques.

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