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BARKLEY ACQUIRES BUSINESS ASSETS OF ST. LOUIS-BASED ADAMSON
Agencies share experience in food category and home-state headquarters

(KANSAS CITY) – Barkley, one of the largest independent agencies in the U.S., has acquired the business assets of Adamson. Adamson, based in St. Louis, is a full-service agency with shared expertise in interactive, design, PR and social media, among others. The new partnership will create a permanent St. Louis presence for Barkley.

Adamson's extensive food category experience will join Barkley's thriving CPG practice, which currently works with clients including Blue Bunny, Dawn Foods, Minute Rice, Schreiber Cheese, Success Rice and Weight Watchers. Adamson's client roster includes the Missouri Lottery, Ball Canning, Earth's Best Organic baby food, Milwaukee Old Style and Terra Chips. Adamson has 37 employees and 2009 billings of \$30 million. Adamson's roster of St. Louis-based clients includes Dent Wizard, Laclede Gas, Mayflower, Rawlings and United Van Lines.

This is Barkley's fourth acquisition in three years and its second in 2010. Those agencies are: Ripple Effects Interactive, PR agency Boasberg\Wheeler and design firm Blacktop Creative.

"While Barkley's acquisition strategy is robust, we enter into each deal knowing that a shared view on culture, capital investments and independent spirit are paramount," said Jeff King, CEO, Barkley. "Adamson brings many advantages to our shared roster of clients; we are pleased to have them as new partners."

"We're eager to bring the resources Barkley offers to Adamson's clients," said Kim Boyer, president, Adamson. "Barkley shares with us a brand experience approach to the business, as well as a long history as an independent agency. It's a mirror image that I believe will make for a seamless coupling of our businesses."

About Barkley:

Barkley is the largest employee-owned agency of its kind. Founded in 1964, the company has 275 partners offering a full range of marketing communications services including advertising, public relations, cause branding, sponsorships and events, relationship marketing, social media, design, media planning and buying, motion graphics, research and interactive marketing. Barkley has offices in Kansas City and Pittsburgh with additional field offices across the nation. More info:

www.barkleyus.com and www.barkleyREI.com.

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