



C o m p a n y O v e r v i e w F a c t S h e e t

Location

FG SQUARED interactive marketing
621 East 6th Street, Suite 200

Austin, Texas 78701-3766
www.fg2.com

Officers

Steve Golab
CEO & President

Debbie Byers
COO

Lin Stabeno
CFO

Summary

FG SQUARED is an award-winning, interactive marketing agency on the forefront of next generation web technologies with a fourteen year history of delivering bottomline results for Fortune 500 clients. The FG SQUARED team applies interactive technologies and marketing expertise to achieve a faster track to profitability.

FG SQUARED expands clients' online capabilities. The interactive team maximizes the interaction between clients and their key stakeholders by developing ongoing communications and relationships with their target markets.

Throughout all phases of implementing rich media, digital video, social media, podcasting, creative and technical writing, database and lead management, SEO and search marketing, metrics and reporting, media planning and buying, and event management - the same hallmark of results delivered on target, on time and within budget - is maintained.

FG SQUARED continuously examines and adopts new interactive tools and techniques to grow client business in a competitive environment where change forces a constant reevaluation of current marketing programs, tools and techniques.

History

In 1994, during the early adoption of HTML 1.0, three friends banded together and launched FG SQUARED with a mission to provide technology consulting to medical,



real estate, legal and financial services industries. The firm was named after the surnames of its three founders: Jason Fellman, Casey Gum and current CEO and President Steve Golab, who squared the Gs, thus making its name the notable FG2.

Golab had begun his career as a pioneer of interactive communications while still an undergraduate in mechanical engineering at the University of Texas at Austin. Golab piloted the university's College of Engineering Multimedia Lab, developing interactive educational materials while demonstrating the powerful impact of multimedia and the internet on learning complex technical subject matter.

Initially Golab desired to launch a technology consulting firm, but it soon evolved into a multimedia design agency focused on digital video, 3D animation, motion graphics, information management, and systems based upon the strengths of the core founders.

Over the years, Steve Golab and a strong executive team, guided the firm towards its original goal and ultimately created the dream he had always envisioned. The company is now an award-winning, full-service interactive agency that handles everything from strategic planning and identity design to digital media productions to social media solutions for Fortune 500 clients with global audiences.

Using pragmatic marketing and interactive strategies, the agency serves as an extended team in facilitating the growth of their client's digital presence to create a faster track to profitability for them and to maximize ongoing relationships with key stakeholders.

Since its launch in late 1994, FG SQUARED has accumulated a client list that spans beyond Texas and includes Advanced Micro Devices Inc. (NYSE: AMD); Callaway Golf, Hitachi Ltd. (NYSE: HIT), Shell Oil Co.; Canon; Motorola, Premiere Global Services, Xplore Technologies and the Texas Association of Community Health Centers.

FG SQUARED works with companies in the energy, technology, consumer electronics, telecom and healthcare industries. The company has earned over one hundred interactive media awards from national and international organizations such as the New York Festivals, Business Week, WorldFest International Film, Telly Awards and many others. FG SQUARED is also a past recipient of the New Media 500, honoring it as one of the most influential interactive agencies worldwide.

For additional information, please visit the FG SQUARED web site at www.fg2.com

Media Contact

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