**JGSullivan Interactive**

**1600 Golf Road, Suite 1200**

**Rolling Meadows, IL 60008**

**Contact: Brett Knobloch**

**Phone: 312.475.2963**

**Email:** **Brett.Knobloch@JGSullivan.com**

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 **FOR IMMEDIATE RELEASE**

**LOCAL MARKETING SOLUTIONS GROUP INCORPORATED dba JGSULLIVAN INTERACTIVE ACQUIRES SHEBOYGAN WI AD AGENCY, DUFOUR ADVERTISING**

Rapidly growing marketing solutions technology firm expands agency services capabilities with the acquisition of award winning creative agency.

ROLLING MEADOWS, IL – Local Marketing Solutions Group Inc. dba JGSullivan Interactive has acquired DuFour Advertising LLC of Sheboygan, WI.

According to Local Marketing Solutions Group Inc.’s President & CEO, Al Croke, the acquisition of DuFour was made with a general focus on ad agency services and with specific emphasis on traditional creative and video capabilities. “With the huge growth of online video, we needed creative capability to help us meet more client demand in that area”, Croke stated.

Croke added, “The DuFour addition is just one step in the longer term strategic vision to provide our clients with a full spectrum of marketing execution services in support of our hosted marketing technology platforms. Through additional acquisitions, we intend to provide our clients with all things marketing, establishing brand control at the corporate level and providing execution efficiency and flexibility locally.” DuFour will continue operating with the DuFour name, given its strong brand with current clients and in the general marketplace.

ABOUT LOCAL MARKETING SOLUTIONS GROUP

Local Marketing Solutions Group was formed in 2012 by the executive management team of JGSullivan Interactive Inc. The purpose of the holding company is to continue the expansion of offering the broadest and most efficient marketing solutions to national and international brands that drive revenue through local sales and marketing channels. The company will grow through additional acquisition and organic growth. Through the use of marketing automation technology and supporting marketing services capabilities, corporate marketing can control brand image and facilitate product and service content and materials for local channels.

ABOUT JGSULLIVAN INTERACTIVE

JGSullivan Interactive is privately held interactive technology company focused on providing local marketing solutions to national brands. Technology services include: [Adbuilding](https://www.jgsullivan.com/home/technology/adbuilder-customizer/), [Digital Asset Management](https://www.jgsullivan.com/home/technology/digital-asset-management/), [Coop](https://www.jgsullivan.com/home/technology/co-op-management/) & Media management, Lead Nurturing, [Dealer Websites/Landing Pages](https://www.jgsullivan.com/home/technology/channel-locators-local-websites/), [eCommerce](https://www.jgsullivan.com/home/technology/ecommerce/), [SEM/SEO/Social media](https://www.jgsullivan.com/home/technology/mobile-social-seo-sem/), [media output management](https://www.jgsullivan.com/home/technology/media-management-data-integration/) and consulting. The firm was originally founded in 1955 as JGSullivan Advertising, Inc., and today is part of the Local Marketing Solutions Group, Inc. Clients include: John Deere, Crosley, Dell Global, Homefurnishings.com, Michelin, Xylem Inc., and SunEdison. Website: <http://JGSullivan.com>

ABOUT DUFOUR ADVERTISING

Established in 1980, DuFour Advertising is a full service advertising agency specializing in video, digital media, and print. Recognized internationally for creative, award-winning ideas with a focus on results, DuFour Advertising provides comprehensive communications services, including: [marketing and advertising strategy and production, brand building, public relations, and media planning and placement](http://www.dufour.com/case-studies/). Clients include: ACUITY Insurance, Kohler Co., Red Arrow, Vollrath, Mercury Marine, Wigwam Mills, Mario-Camacho Foods, Lava Brand Motion Lamps, and Manitowoc Food Service. Website: <http://DuFour.com>

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