



FOR IMMEDIATE RELEASE

**STADIUMRED GROUP ACQUIRES NASHVILLE-BASED WERKSHOP BRANDING,
MERGES IT WITH EXISTING AGENCY TO CREATE SEVENBLUE**

New York, NY / March 13, 2019 --- New York-based Stadiumred Group, a global marketing agency holding company, has acquired Nashville-based branding and creative agency, Werkshop Branding. The acquisition was official in September 2018, but due to the merger with Stadiumred Life, Stadiumred Group's existing experiential agency, the transaction is only now being announced publicly under the newly consolidated agency brand, SevenBlue.

SevenBlue will have the combined capabilities of both agencies servicing clients looking for branding, creative, and experiential marketing services. Tim Earnhart, the founder and CEO of Werkshop Branding, will stay on to lead the newly consolidated agency as CEO and Chief Brand Architect. This acquisition is the second by Stadiumred since announcing its plans to grow its overall agency holdings to better serve its wide range of clients.

With this acquisition, Claude Zdanow, CEO of Stadiumred Group, continues his focus to find the best small-medium sized agencies in non-competitive service verticals to create what he calls "An Agency Collective". Essentially, a group of agencies that have the benefits of centralized overhead and operational services, but the creative and cultural freedom to operate completely independently allowing clients to work with one agency or the whole group seamlessly.

"It has been incredible getting to know Tim and his team and learning from his 23+ years of experience in marketing, branding, and creative," said Claude Zdanow, CEO, Stadiumred Group. "His wide understanding and deep strategic approach make it easy to have him step into our organization and lead SevenBlue, which will be one of the cornerstone agencies of our group."

"Just by the nature of where branding and strategy typically sit in the marketing hierarchy, I knew we needed a real strategist at the helm of SevenBlue leading that charge," said Zdanow. "I could not be more excited to see how Tim takes what he built at Werkshop, combined with what I built at Stadiumred Life, and moves it forward to serve our growing list of national clients."

Through years of groundbreaking marketing and creative campaigns, Earnhart has built an impressive roster of clients including Auburn University, Cabela's, FirstHoney, Morton's Steakhouse, RJ Young, Aegis Sciences Corp, Joe's Crab Shack, D1, Ripcord, Chuy's, Pine Street Flats Nashville, Wendy's Restaurants, and others. Both Werkshop and Stadiumred Life clients will continue to be served by the teams they have come to know, but they will now have access to Stadiumred Group's network to leverage enhanced capabilities such as digital marketing and web development via Stadiumred Group's other agency, Gyrosity Projects.

"The acquisition of Werkshop by Stadiumred Group was extremely fulfilling for me personally. From our humble beginnings almost 15 years ago, it has taken an amazing team of coworkers, partners, and clients over the years to achieve the combined success we've had," said Tim Earnhart, CEO, Werkshop Branding. "I'm thankful to Claude and his vision to build something special and to make sure that Werkshop was a part of that vision and future."

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About Stadiumred Group

Stadiumred Group is a global marketing and communications holding company with a rich history that started in the music industry and evolved over nearly eleven years. A history that has propelled Stadiumred Group to become a leader in growing businesses through its unique approach to marketing and building companies across a variety of industries and vertical markets.

Stadiumred Group was founded in 2007 and has offices across New York, Los Angeles, Nashville and Amsterdam. From its early days in the incredibly competitive music industry, to today where the group operates companies in marketing verticals ranging from branding, creative, digital advertising, experiential marketing, and beyond, it's always pushing boundaries. Stadiumred Group cultivates a passion for the arts, a love of life, quality service, innovation, fun, and a deep sense of wanting to make a difference.

About Werkshop Branding

Werkshop Branding is an integrated branding, marketing, and creative agency focused on handcrafting brand stories with strategy and design and developing measurable strategic solutions. Their team of brand strategists, storytellers, creative experts, and communication specialists has made a reputation for being a professional alternative to large, out-of-touch big box agencies.

Founded in Bowling Green, KY in 2005, and currently headquartered in Nashville, TN, they believe that extraordinary brands are not mass-produced in a factory but carefully handcrafted where culture is at the core of everything they do. They start every relationship with a conversation. They're here to listen to your story and then effectively and strategically build your brand to share with your audience. Werkshop has clients in multiple vertical markets and industries.

About SevenBlue

SevenBlue is a global branding, creative, and experiential agency focused on building brand culture through stories and experiences with strategy and design that result in measurable strategic solutions. Their team of brand strategists, storytellers, experiential design and activation experts, creative designers, and communication specialists, has made a reputation for being a professional alternative to large, out-of-touch big box agencies. They believe that extraordinary brands are carefully handcrafted where culture is at the core of the brand. Today, SevenBlue has a growing list of global clients in multiple vertical markets and industries. SevenBlue is headquartered in New York and has offices in Los Angeles, Nashville and Amsterdam.

SevenBlue can be found on the web at WeAreSevenBlue.com, and on major social platforms including Facebook, Instagram, Youtube, and Twitter.