

**FOR IMMEDIATE RELEASE**

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**USIM Named Media Agency for SPB Hospitality**

*The fastest growing, independent, modern media agency has been awarded media duties for SPB Hospitality*

[New York, NY – June 27<sup>th</sup>, 2023] - USIM, the fastest-growing independent, modern media agency, is proud to announce its selection as the Media Agency of Record for SPB Hospitality, home to renowned brands including Logan's Roadhouse, Old Chicago Pizza and Taproom, J. Alexander's Restaurant and Krystal.

Fueled by its proprietary data and tech platforms, USIM will handle strategic media planning and activation duties that support marketing initiatives for select brands within SPB Hospitality's portfolio.

"We were impressed by USIM's data platforms and analytics, which allow us to segment our potential customers further and more effectively while fostering greater loyalty," said Casey Terrell, Chief Marketing Officer, SPB Hospitality. "With USIM, we can further optimize our budgets and tailor media mixes regionally and by individual store trade zone."

"SPB Hospitality has an iconic portfolio of brands," said Chad Urice, Chief Strategic Officer, USIM. "We look forward to partnering with Casey and his team to guide consumers along their 'path to consumption' that will drive increased visitation and engagement for their brands."

**About USIM**

USIM is the fastest-growing, independent, modern media agency in the United States, focusing on providing our clients with solutions that surpass their business goals and outperform their competitors. Our mantra and mission, Forward, is at the heart of our success. Forward challenges the status quo and pushes the boundaries of technology and media. Forward anticipates the unpredictable, adapts rapidly to disruption, and flexes with the changes in consumer consumption, technology, and marketplace influences. Forward drives our culture of innovation, collaboration, and experimentation. And Forward fuels powerful results, unmatched client and employee retention, and industry accolades (first-ever Programmatic Agency of the Year and the Independent Media Agency of the Year in back-to-back years). For more information, please visit [www.theusim.com](http://www.theusim.com).

**About SPB Hospitality**

SPB Hospitality is a leading operator and franchisor of full-service dining restaurants with a national footprint of hundreds of restaurants and breweries in 35 states and the District of Columbia. Based in Houston, the company's diverse portfolio of restaurant brands includes Logan's Roadhouse, Krystal Restaurants, Old Chicago Pizza & Taproom, Rock Bottom Restaurant & Brewery, Gordon Biersch Brewery Restaurant, and a collection of specialty restaurant concepts. For more information about SPB Hospitality, visit [spbhospitality.com](http://spbhospitality.com).

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