

PRESS RELEASE
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Agency Makes a Name for Itself

NEW HAVEN, CT April 29, 2008 – **Odonnell Company**, a full-service marketing agency located in Connecticut, announces a new name to reflect their ongoing commitment to innovation and creativity.

Founded in 1996 as Business Internet, Inc., and later changing the name to Bus Design Company, **Odonnell Company** is owned and managed by three siblings who have found that their multi-disciplinary foundation served as a perfect jumping-off point for new ideas. The new name more clearly identifies their exciting, family-based business, which continues to grow rapidly as talented people join the team.

Having done work for organizations large and small, including *The New York Times*, General Electric, United Way, Yale New Haven Health and the Bridgeport Bluefish, **Odonnell Company** springs from a solid foundation.

Today, the agency proudly moves forward as **Odonnell Company**. With a creative group that loves to turn marketing challenges into success stories, and no shortage of imagination, the future looks bright.

“It is our approach to communications that sets us apart,” stated Dan O’Donnell, one of the company’s partners. “Our clients know that our creative, energetic take on positioning their company or products, combined with our knowledge of traditional and new media, creates an impact that leads to results.”

For additional information about **Odonnell Company**, please contact Ryan Carroll at 203-764-1020 or ryan@odonnellco.com.

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