

FOR IMMEDIATE RELEASE

Austin Advertising Agency, MOSAK Advertising & Insights, Celebrates 10 Years of Growth

Austin, TX – May 6, 2010 Despite a tough economy and challenges in the advertising industry, award-winning marketing and advertising agency, MOSAK Advertising & Insights (mosak.com), will celebrate its 10 year anniversary this month, garnering a consistently growing list of clients and industry recognition as one of the top advertising agencies in Austin.

Founded in 2000 by owner and President Monique Threadgill, MOSAK has grown from a fledgling group of three that initially served the gaming, hospitality and entertainment industries into a full-service marketing and advertising agency with 20 employees that provides strategic thinking and creative innovation for a diverse group of industry-leading clients such as: Grand Lodge Casino at Hyatt Regency Lake Tahoe, Chuy's, Nothing Bundt Cakes, MICOR Solutions, Kickapoo Lucky Eagle Casino, Texas ProTax, Midwest Standard Homes, WMS Gaming and many others.

"Although we've grown, we've been able to maintain the small agency attitude, agility and attentiveness to our clients that was there from the beginning," said Threadgill. "By focusing on the client instead of our portfolio, we've been able to build success, and when our clients are successful, we're successful."

Adding to their list of accolades, including being named "One of America's Fastest Growing Businesses" by *Entrepreneur* magazine, MOSAK has made its mark on the Austin market in a relatively short period of time and against strong competition. For the second year in a row and only their third year in Austin after relocating from Las Vegas in 2007, MOSAK has been named among the top 25 advertising agencies in Austin by the *Austin Business Journal*.

MOSAK also takes time to give back to the community by providing pro-bono work for groups and organizations that are making a difference locally and around the world such as The Busby Foundation, a local Austin organization supporting victims of ALS (Lou Gehrig's Disease) and their families, and Children's Water for Life, which provides safe drinking water to developing nations. Apart from donating services, MOSAK also donates time to such causes as Habitat for Humanity, the Salvation Army Angel Tree and Art City Austin.

About MOSAK Advertising & Insights

Celebrating 10 years in business this year, MOSAK Advertising & Insights is a leading full-service marketing and advertising agency, providing an integrated approach to branding, creative, advertising, media, research, web and social media. Started in 2000 by native Texan Monique Threadgill, MOSAK fast became a leader in the gaming, hospitality and entertainment industries, achieving success for a growing list of local and national clients.

To learn more about MOSAK, please visit www.mosak.com or contact Monique Threadgill at 512.374.2800.

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AGENCY FACT SHEET

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BACKGROUND

Celebrating 10 years in business in 2010, MOSAK Advertising & Insights is a leading full service marketing and advertising agency, providing an integrated approach to branding, creative, advertising, media, research, web and social media. Started in 2000 by native Texan Monique Threadgill, MOSAK fast became a leader in the hospitality, gaming and entertainment industries, achieving success for a growing list of local and national clients.

AGENCY LEADERSHIP

Monique Threadgill, President and Founder
Randy Cieslewicz, Chief Financial Officer
Andy Jones, Vice President/Research & Analysis
Kelly Clancy, Vice President/Client Services
Chris Martin, Vice President
Alicia Bergner, Creative Director

CLIENT LIST

Austin Planetarium	GolfCloseoutDeals.com	Miller Companies
Bee Cave Realty	Grace House	MyMedLeads.com
The Busby Foundation	Grande Lodge Casino at Hyatt	Nothing Bundt Cakes
Buster's BBQ	Regency Lake Tahoe	Oklahoma Indian Gaming Association
Capstone Comics	Gulf Coast Audiology	Paradise Casino
Children's Water For Life Initiative	GVTC Communications	Riverwind Casino
Chris Tapken	The Harbors on Lake LBJ	Silver Reef Hotel Casino Spa
Chuy's Tex Mex	Hyatt Regency Aruba	Tejas Patel, DDS
Clean Air Aware	Kickapoo Lucky Eagle Casino	Ten Thousand Villages
Comanche Nation Casino	Lake Travis Chamber of Commerce	Texas Allied Petroleum
Dulces: The Art of Mexican Cuisine	Lucky Star Casino	Texas Protax
The Executive Suites at Flintrock	Mannem Dentistry	Wildwood Casino
First Council Casino	MICOR	WMS Gaming
Four Corners	Midwest Standard	Yakama Legends Casino

AFFILIATIONS AND MEMBERSHIPS

American Marketing Association	Marketing Research Association
Austin Ad Fed	National Indian Gaming Association
Austin Chamber of Commerce	Oklahoma Indian Gaming Association
Entrepreneur Magazine's Hot 100 Ranked	Texas A&M Aggie 100 Recipient
Lake Travis Chamber of Commerce	Texas HUB Certified