

## **Marshall Fenn acquires digital agency Webfeat**

**TORONTO, ON, 24 March '10** -- Marshall Fenn Communications, the advertising and public relations agency with offices in Toronto and Las Vegas, today announced that it has acquired WebFeat Multimedia Inc., a 13-year old interactive marketing agency.

Marshall Fenn has been a leader among independent agencies since it was founded in 1954. It was purchased in 1993 by current owners Jim Kabrajee and Paul Chater. The agency has offered comprehensive marketing solutions through integrated advertising and PR campaigns for clients that include Casino Rama and Volvo. WebFeat's digital capabilities include website design and development, preference-based email marketing, search marketing, promotional campaigns and brand affinity partnerships.

"We've believed in convergence for some time now, and have been practising integrated communications, including interactive for several years," says Marshall Fenn partner, Jim Kabrajee. "It's crucial to the future of marketing communications. Clients now expect agencies to provide complete solutions for their marketing objectives and strategies that integrate advertising, interactive and PR. We plan to integrate WebFeat into Marshall Fenn to create an agency of cross-disciplinary marketing experts."

Likewise, WebFeat Executive Vice President David Zbar sees the blending of services as crucial to future growth. "There used to be very distinct lines between advertising, PR and digital, but we've seen those lines blur in the last few years. Effective marketing now means reaching your consumer through a host of different channels with a variety of tactics and a synergy of message. Growth in the next decade will depend on an agency's ability to understand and mobilize all of the marketing tools. We're now well-positioned for the future and proud to be part of Marshall Fenn's ongoing success."

The new entity will merge resources and staff into a single location. WebFeat was purchased for an undisclosed amount from principle Andrea Gerard. The company was started by her late husband Christian who was then joined by current principle Meredith MacKeigan, Vice-President Client Strategy.

“We have been looking for more than a year for a digital agency that provides the right mix of capabilities and the right fit,” adds partner Paul Chater. “WebFeat is the perfect fit for Marshall Fenn and it will provide our clients with the very latest digital technology and creative resources.”

### **About Marshall Fenn**

Marshall Fenn Communications has offices in Toronto and Las Vegas which provide a wide variety of clients with advertising and PR marketing solutions. The agency has several specialties that include gaming, travel & tourism, automotive and financial services. Clients include Volvo Cars of Canada, Panasonic Canada Inc., the Jamaica Tourist Board, Mount Sinai Hospital, Green Shield Canada and the Ontario government.

### **About WebFeat**

WebFeat specializes in online marketing and learning, working with more than 100 clients in North America. WebFeat provides innovative and customer-centric web-based marketing for clients that include Universal Pictures Canada, Hewlett-Packard, Thomas Cook Canada, Ocean Spray Canada, and the Royal Bank of Canada. WebFeat developed its proprietary program Empower™ which is a suite of customer-focused marketing solutions that leverages customer data to increase acquisition and retention.

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