



STATE LIQUOR & WINE OUTLET STORES NH LIQUOR COMMISSION

December 21, 2009

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NEW HAMPSHIRE LIQUOR COMMISSION SELECTS VITAL & RYZE AND RUMBLETREE TO LEAD MARKETING AND ADVERTISING INITIATIVES

*Manchester and North Hampton Firms Stand Out in
Competitive Bid Process*

Concord, NH – The New Hampshire Liquor Commission is proud to announce a new partnership with two local marketing firms, **VITAL & RYZE ADVERTISING, INC.** of Manchester and **RUMBLETREE** of North Hampton to direct the Liquor Commission’s marketing, communications, public relations and messaging strategies. Both firms will work together to improve the profile and ultimately boost sales at the state’s 78 New Hampshire Liquor and Wine Outlet stores statewide.

“This is a competitive business and we have to make connections with our customers in order to continue the outstanding trend of record-breaking sales numbers we enjoy statewide,” says John Bunnell, New Hampshire Liquor Commission’s Division, Director of Sales, Marketing, Merchandising and Distribution. “I see great opportunities working with these two impressive firms.”

Vital & Ryze Advertising provides strategic and creative services for marketing communications and has a specialty in new media and branding. The Manchester-based firm

worked on the Liquor Commission's recent high profile 75th anniversary campaign. **Vital & Ryze** will serve as the agency for overall branding, creative messaging and public relations efforts. Having already worked alongside the team at **Vital & Ryze**, NH Liquor Commission leaders are confident the firm will help boost the Liquor Commission's sales numbers into the 21st century.

Rumbletree of North Hampton has nearly 20 years of experience in marketing, including a specialty in interactive solutions, design and direct marketing. Rumbletree's exceptional creative energies and proven track record developing successful, results-driven campaigns was instrumental in this decision.

Both firms were among several who responded to a request for proposal (RFP) which was issued on September 5, 2009. Presentations by each bidder were made in mid October. Both firms have begun working for the NH Liquor Commission. "These two outstanding companies will help create the face and the voice of the New Hampshire Liquor Commission for the future," says Bunnell. "We have a lot of work ahead of us, and I am excited to be sharing the experience with these capable and talented people."

About the NH Liquor Commission

The New Hampshire Liquor Commission operates 78 retail locations throughout the Granite State and serves more than nine million customers each year.