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**FOR IMMEDIATE RELEASE**

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**FROM SEA TO SKI  
PROPELLER AND PENFIELD MARKETING GROUP ANNOUNCE MERGER**

Westport, CT – (March 3, 2009) Propeller LLC, an advertising agency focused on outdoor action sports announced today that it is merging with Penfield Marketing Group, a sports and event marketing company. The new entity, called Wheelhouse, will continue to specialize in sports and recreational activities and will provide clients with a broader range of marketing services including advertising, interactive, event marketing, sponsorship, strategy and branding.

Both companies have a track record of delivering distinctive marketing programs to lifestyle brands like Head Skis, Eastern Mountain Sports, Harpoon Brewery, Bear Naked Granola, Sugarbush, Exclusive Resorts, Skip Barber, The New York Times and many more.

“This merger capitalizes on our individual strengths,” says David Lowe, founder and Creative Director of Propeller. “It’s what our clients have been looking for - the ability to engage their customers through a variety of media from an agency that truly understands their brand.”

“Despite the economic climate, we believe it’s a good time to come out with this,” says Penfield President and founder, Doug Metchick. “The environment is changing and clients are looking closely at their approach to marketing. Merging our companies into Wheelhouse puts us in a better position to develop unique, media agnostic programs that are truly relevant to the customer.”

For more information call (203) 222-0817 or go to [www.wheelhouseagency.com](http://www.wheelhouseagency.com).

**About Wheelhouse**

Wheelhouse is an independent marketing agency with a strong focus on sports on recreational activities. The company creates smart and powerful solutions across a variety of marketing disciplines, including advertising, interactive, sponsorship and events. Clients include Head Skis, EMS, Exclusive Resorts, Harpoon Brewery and The New York Times.

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