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**BRENTWOOD AD AGENCY TAPS LIMPUS COMMUNICATIONS TO
IMPLEMENT PUBLIC RELATIONS STRATEGIES FOR KEY BANK CLIENT**

NASHVILLE, Tenn., (August 7, 2008) – Limpus Communications has been selected by Brentwood marketing communications agency J&A integrated thinking (www.jathinking.com) to plan and execute public relations strategies for one of its largest clients, First Farmers & Merchants Bank (www.fandmbank.com). The bank is headquartered in Columbia, Tennessee and has 18 branches throughout Middle Tennessee.

Regional and local market media relations for the bank will be the predominant assignment in the beginning stages, but writing, planning, event support and other special internal and external communications projects will be implemented as the relationship grows.

“Having worked in an agency for more than a decade, I’m keenly aware of what is needed to help clients succeed... and remain satisfied clients,” Frank Limpus, principal, Limpus Communications said. “J&A has done an excellent job positioning First Farmers in the marketplace with their advertising messages. We’re looking forward to coming alongside and folding in strong PR strategies that compliment the advertising efforts and support F&M’s bottom line.”

A \$42 million Nashville advertising, interactive and public relations agency, J&A practices "integrated thinking" to solve clients’ marketing and communications problems. Founded in 1956, the award-winning firm has grown to over 60 employees serving clients from across the

United States in fast food, banking, healthcare, sports and entertainment and other business categories. The agency has offices in Brentwood, Tenn., Springfield, Mo., and Tampa, Fla.

“F&M Bank is a strong community banking institution that’s been around for 100 years, but is making some moves that, I believe, should continue to position it very solidly in its seven-county service area,” Limpus said. “It’s exciting to be a part of two growing, successful organization – both F&M and J&A – and I know we’ll be able to provide each of them a competitive edge.”

Limpus Communications is a Franklin-based marketing communications agency that creates and executes internal and external communications to help businesses exceed their goals and objectives. With more than 25 years of experience in industries that include healthcare, automotive, higher education, banking and consumer goods, and access to experienced associates, the agency provides a cost-effective alternative to full-service communications firms or in-house workers.

For more information: www.limpuscommunications.com or 615-668-9938.

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