

**FOR IMMEDIATE RELEASE**

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**INDEPENDENT ADVERTISING AGENCIES MATCH, INC. AND  
SCHARBO AND CO. MERGE**

**ATLANTA, September 12, 2006** – Two of the most well known independent advertising agencies in Atlanta, each led by seasoned industry veterans, announced their merger today. MATCH, Inc., led by founder B.A. Albert and Scharbo and Co., founded by Ron Scharbo, will unite as one agency, effective immediately. The agency will keep the MATCH, Inc. name and will be located in MATCH's new office space in Midtown's Atlantic Center Plaza.

"We are complimentary agencies with a similar foundation and vision. Our merger is a combination of two 'independent strengths' coming together to amplify our voice in Atlanta," said B.A. Albert, Founder and Chief Creative Officer at MATCH, Inc.

"This is a tremendous opportunity for our agency to marry our branding expertise with MATCH's creativity and abounding conceptual energy. This relationship will not only help both agencies, but most importantly, it will benefit all of our clients," said Ron Scharbo, Chairman and President of Scharbo and Company, which he founded in 1990.

Both Albert and Scharbo are qualified Atlanta advertising executives with over 45 years of combined experience. Earlier in his career, Scharbo served as Chairman and President of Burton-Campbell, Inc., which he sold in 1987. Prior to moving to Atlanta, Scharbo was with several major agencies in New York and Pittsburgh.

Albert, who founded MATCH in 1996, began her career as an art director and was also one of the first female creative directors in Atlanta. Before MATCH, she held a long list of creative positions in large and small agencies from Chicago to Tampa.

Momentum continues to build for MATCH, which announced in April the hiring of three key executives including Donna Lee Ubertalli, Director of Account Service; Michael Deaderick, Chief Financial Officer; and General Manager, and Jerry Brown as a consultant.

#### **ABOUT MATCH, INC.**

MATCH, Inc. is an independently owned, Atlanta-based advertising agency specializing in marketing to women. MATCH, Inc. proudly serves clients including EZGO Golf Cars, Russell Corporation, Susan G. Komen Race for the Cure<sup>®</sup>, Nature's Own<sup>®</sup> and Cobblestone Breads, TheraSeed Prostate Cancer Treatment Device, Saint Joseph's Hospital, and ABC Compounding. The agency has been honored as one of Atlanta's fastest growing women-owned firms and one of Atlanta's best places to work by the *Atlanta Business Chronicle*. For more information, visit [www.matchinc.com](http://www.matchinc.com).

#### **ABOUT SCHARBO AND COMPANY**

Scharbo and Company is a full-service, independently owned advertising agency with several large national clients including Ted's Montana Grill, Atlanta Bread Company, Habersham Furniture, ChoicePoint and others. They also worked with Longhorn Steakhouse for many years. The agency was founded on the belief that the answer to every challenge doesn't have to be another ad. For more information, visit the agency at [www.scharbo.com](http://www.scharbo.com).