



## **NEWS RELEASE**

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### **Whitehall Products Names MarketingDirection.com Agency of Record**

**TAMPA, Fla., December 3, 2010** – Whitehall Products, a leading provider of single-use solutions including plastics, paper products and janitorial supplies, today announced that the company has selected MarketingDirection.com as its agency of record. Agency founder and president Christy Vogel will head up Whitehall’s newly expanded marketing division, working directly with Whitehall President Mike Russo and CEO Joe Justin to support the company’s aggressive five-year growth plan.

In this new position, Vogel will be responsible for industry research, including customer surveys, competitive analysis and defining Whitehall’s primary target market. Based upon the research findings, she will then recommend necessary redesign of the company’s existing marketing tools, including the website and logo, and implementing new marketing initiatives such as public relations, and helping to manage its evolving company culture.

“Christy is an extremely knowledgeable marketing professional with an established track record of helping companies to grow and taking them to the next level,” said Whitehall President Mike Russo. “With our ambitious growth goal -- doubling our sales within the next five years -- this is precisely the caliber of experience and capability that we were looking for. Christy will be an invaluable addition to our team.”

Vogel has successfully marketed businesses, franchisors and real estate companies for more than 17 years, working both on the agency side and as vice president of marketing for several companies. She has spearheaded partnerships with companies including Walt Disney Pictures and NASCAR, worked with HBO: Real Sports with Bryant Gumbel, and been quoted by business publications, franchise websites and podcasts across the nation.

“Whitehall Products has established itself as a truly innovative leader in its industry,” said Vogel. “It has built a solid reputation for outstanding customer service and has a well conceived business plan to significantly expand its customer base and sales. Management

understands the critical role that marketing will play in this growth plan, and I am delighted to have been selected to help lead Whitehall's expanded marketing to ensure that they realize their goals."

### **About MarketingDirection.com**

MarketingDirection.com is a full-service marketing firm based in Tampa, Florida, providing clients with complete marketing resources, from research to marketing plans, advertising, media buying, direct mail, and public relations support for both online and traditional marketing campaigns. Under the direction of founder and president Christy Vogel, the firm also helps its clients conduct workshops, webinars, and assists with their attendance at industry trade shows throughout the nation. Among the firm's services are advertising, media buying, graphic design, direct marketing, website design and search engine marketing, creating and implementing webinars and workshops and developing sponsorship and partnership opportunities for its clients.

### **About Whitehall Products**

Whitehall Products has provided quality plastic packaging, paper products and janitorial supplies to a diverse range of clients including quick service restaurants, distributors and manufacturers throughout the United States since 1992. Headquartered in Tampa, Florida and with offices throughout Southeast Asia, the company offers innovative products and global sourcing giving their clients creative solutions to meet their challenges in the marketplace. Whitehall is committed to green initiatives and offers a wide variety of biodegradable products. For more information about Whitehall Products please visit our website at [www.whitehall-products.com](http://www.whitehall-products.com) or call Joe Justin at 813-247-2500.

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