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## **FOR IMMEDIATE RELEASE**

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## **TWO SAN FRANCISCO INDIES JOIN FORCES FOR COMPETITIVE ADVANTAGE**

**San Francisco, CA, March 27, 2009** - Two creatively-driven San Francisco agencies have agreed to stop competing and start collaborating, positioning themselves to take advantage of clients looking for a dynamic combination of capability and efficiency.

Award-winning shops BuderEngel and the agency formerly known as Grant, Scott & Hurley have joined forces to form Engine Company 1, housed in the historic San Francisco firehouse (and former Howard Gossage digs) at 451 Pacific Avenue.

“We have complementary strengths, so it makes perfect sense for our current clients, and for future clients looking for an innovative, strategically superior agency that offers a broad range of services,” said Wayne Buder, Managing Director at Engine Company 1.

According to creative director Grant Richards, the new agency chose the Engine Company 1 name not only because it’s the official designation of their historic firehouse, but because it lends itself to a convenient advertising metaphor.

“The engine companies of the early 1900s offered new technology and greater efficiency, replacing the slow, unwieldy bucket brigades. It’s just like the ad business: slow and bulky is out, quick and scalable is in. As a single entity, we’ve increased our capabilities, but we’re more nimble than ever.”

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Creative director Scott Aal adds that the agency's historic firehouse office aptly represents virtues that both agencies bring to EC1. "The old firehouse's early years gave it a working-class sensibility, while its later years had Gossage entertaining people like John Steinbeck, Marshall McLuhan and Stan Freberg, imbuing it with intellectual curiosity."

That hard working/high concept style will be applied to consumer insight, brand strategy, media planning/buying, graphic design, digital strategy and traditional advertising.

Clients taking advantage of those offerings include Rubio's Fresh Mexican Grill, the San Francisco 49ers, Monterey Bay Aquarium, Bare Escentuals, California Pizza Kitchen, and Catholic Healthcare West, among others.

"We spent a lot of time making sure this would work to everyone's advantage, internally and externally," said Vince Engel, also an EC1 creative director. "It just feels right. If you'll pardon the pun, we're fired up."

**About Engine Company 1** - Engine Company 1 is an eclectic mix of talents who have worked at the world's best advertising agencies, design firms, brand consultancies (and, heck, even beer companies) on behalf of some of the world's most-respected brands.

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