

News Release

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For Immediate Release

Woodward & Zwolinski Awarded Branding Project for Upstate South Carolina Alliance

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Woodward & Zwolinski [ZWO] has been

awarded design and production of a branding project that includes a series of print media for the Upstate South Carolina Alliance. Project components include brochure, folder, target industry sheets, and business cards. A regional economic development organization focusing on automotive, advanced materials, energy, bioscience, and aerospace industries, the Upstate SC Alliance markets the 10-county Upstate SC region to countries all over the world.

“The Upstate is a strikingly unique region that features a number of strengths and benefits,” says Tina Zwolinski, CEO of ZWO. “Our job is to develop branding materials that communicate to companies within key target industries just how distinctive our region is. Well before a visit to our region, we want the Upstate Alliance materials to set a tone that sets us apart from any other US market or region.”

“We feel fortunate to be able to work with the Upstate Alliance on this project, since it's an organization that's central to our success as a region. It feels good to use ZWO's brand development skills to help attract other companies to the region -- they couldn't choose a better place to do business.”

As a branding & business development firm, ZWO works to transform its clients' customers into communities of thoughtful, involved, passionate brand advocates. ZWO accomplishes this by implementing cause, community, customer experience, influencer, and word of mouth marketing -- particularly using web, social media, and web 2.0 tools. The company's expertise in strategic counsel, marketing direction, and brand development for local, state-wide, national, and international

clients has allowed it to serve clients in diverse industries, including apparel, student housing, retail, sports, events, youth, and non-profit segments. For more information on ZWO visit <http://www.wozwo.com/> or contact them at

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