

News Release

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For Immediate Release

ZWO Selects Seven for Annual 2013 Summer Intern Mentoring Program

Greenville, South Carolina – July 29, 2013 ZWO [formerly Woodward and Zwolinski] has selected seven new interns, two marketing interns and five graphic design interns, for its annual Summer Intern Mentoring Program. **Alex Ahumada** is working as a marketing intern, and brings his fluent Spanish and background as a native of Mexico to the marketing team. He attends the University of South Carolina and is majoring in advertising and business management. **Kiley Arbo**, also serving as a marketing intern at ZWO, is majoring in violin performance at Furman University, and is the assistant concertmaster of the Furman Symphony Orchestra. **Nora Brazell** is pursuing a BS in graphic communication at Clemson University and has served internships at Oobe, a uniforms and apparel company, and Heidelberg USA, a company in the print media industry. **Annie Churdar**, who is majoring in graphic design and English literature at Anderson University, has worked in Amsterdam, and worked as a new product designer at Billiam Jeans. Churdar is a winner of a 2013 National Gold ADDY award, as well as two 2013 District 3 Gold ADDYs. **Sarah Leugemors** is pursuing a major in graphic design at Anderson University and has won a 2013 Silver ADDY award at AAF Greenville. **Ashley Selby**, who serves as the senior advertisement designer for student newspaper *The Auburn Plainsman*, has also served an internship at KTM Solutions, which supplies engineering support to aerospace, automotive, and automated machine industries. Selby is working towards a BA in journalism with a concentration in visual journalism from Auburn University. **Ashley Weaver**, a design intern at ZWO, is pursuing a major in graphic design at Pensacola Christian College.

"All of our interns bring such an array of creative and analytical skills to our work this summer; it's quite a varied class of students, featuring different backgrounds and representing six universities,"

says Tina Zwolinski, CEO of ZWO. "Some bring an international perspective, and others bring valuable experience in some of ZWO's key markets, including apparel and youth segments."

"Our annual Summer Intern Mentoring Program has grown quite a bit over the years and offers a well-rounded overview of business to consumer strategy, branding, cause, social media, and word-of-mouth marketing for college students. Since one of our primary target markets for our clients is the youth and millennial market, our interns are serving as a unique focus group for several clients, bringing fresh ideas to the table, working on campaigns, and researching and developing creative ideas. Their insights and creative idea-generation have been invaluable to our efforts."

ZWO is a branding & marketing firm that engages brands and consumers in remarkable ways. We work to transform our 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.betalkable.com> or contact them at 864.630.6670.

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