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CJRW Acquires Heathcott Associates

FOR IMMEDIATE RELEASE

LITTLE ROCK, ARKANSAS (January 18, 2015) -- Two of Arkansas' leading communications firms announced today that more than a year of discussions have culminated in CJRW's acquisition of Heathcott Associates.

In making the announcement, CJRW Chairman and Chief Executive Officer Wayne Woods said the transaction "combines and further extends CJRW's expertise and resources."

Woods says the merger of the two agencies positions CJRW for a future in which clients will seek more from communications firms.

"Clients no longer just want agencies to act as vendors who merely perform tasks. Instead, they want and need business partners – to assist in strategic planning and to be intimately involved in meeting business objectives," said Woods. "This merger provides us with additional and unique resources to help meet those expectations."

Gary Heathcott, owner of Heathcott Associates, said that after 41 years in the business, he's "tremendously excited to affiliate with Arkansas' largest advertising agency. I'm looking forward to getting out of day-to-day management responsibilities while still staying involved in the industry that I

love.” Under terms of the agreement, Heathcott will serve as a consultant to CJRW.

“The opportunity for my clients, my company and my staff to become part of CJRW means the world to me,” he said. “Like most anyone in this business, I have always admired and respected CJRW, what they have accomplished for their clients, and the visionary leadership that they have fostered in our industry.

“This move allows my employees the opportunity to continue to do what they do best: serve our clients with excellence and innovation—but now with the type of resources and support that only a CJRW possesses,” said Heathcott.

Members of Heathcott Associates’ executive management, account service, media and creative staffers will move to CJRW’s offices in downtown Little Rock in the coming days.

Darin Gray, president of CJRW, described the transaction as a “combination of competencies without redundancies.”

“That’s one of the most appealing aspects of this deal,” he said. “Gary and his staff have served clients in business sectors that, for the most part, we have not been involved in,” said Gray. “And, the same is true of our agency with respect to his clients. In essence, we are extending our reach into new sectors and opportunities on the local, national and, potentially, international markets.”

Gray, who joined CJRW nearly a year ago, said the agreement with Heathcott Associates is in line with CJRW’s broader business development strategy.

“There are essentially three ways to grow a business,” he said. “Expansion of service to existing clients, bringing on new clients and acquiring other

businesses. We have been very active in expanding services to existing clients and bringing on new clients in the past several months. This is an extension of those efforts and strengthens our position even further moving forward.”

In 2014, CJRW announced plans to move to the historic Fulk Building at Third and Main in downtown Little Rock, currently being renovated to accommodate the agency. Concurrently, CJRW’s wholly-owned video and interactive production company, will move to a new building under construction, directly across Main Street from CJRW’s new home. Both locations are part of the developing “creative corridor” that is emerging in downtown Little Rock. The agency anticipates moving to its new locations mid-year 2015. Since 1998, Heathcott Associates has been located on Chenal Parkway in west Little Rock.

About CJRW

CJRW is a full-service advertising, shopper marketing, interactive and public relations agency with offices in Little Rock and northwest Arkansas. Representing clients throughout the United States, CJRW has broad experience in nearly every business category as well as within the public sector. The agency was founded in 1961, and is among the South's most recognized and decorated communications firms. CJRW also wholly owns a video and interactive production company.

About Heathcott Associates

Heathcott Associates is known as a results-driven marketing firm specializing in direct-to-consumer advertising, state and federal governmental educational programs, business-to-business corporate marketing and energy sector communications programs.