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FOR IMMEDIATE RELEASE

HANSON DODGE CREATIVE LAUNCHES ACTIVE LIFESTYLE ADVISORY BOARD WITH APPOINTMENT OF OLYMPIAN NICK SYMONDS AFTER WINNING eBay AUCTION

*Advisory board designed to deepen connections to key active lifestyle segments;
Symmonds to serve as Running and Outdoor Active Lifestyle Advisor*

MILWAUKEE (Jan. 18, 2012) – Hanson Dodge Creative (HDC), America’s leading active lifestyle agency, today announced the addition of 2008 Olympian and 2012 Olympic hopeful Nick Symmonds to the agency’s new Active Lifestyle Advisory Board. The move is designed to deepen the agency’s relationships with emerging and leading athletes and expand on the overall understanding of the lives, spirit and preferences at play within the active lifestyle marketplace.

The Olympian came to HDC’s attention during Symmonds’ “Your Twitter Name on an Olympian in 2012” eBay auction, launched on Friday, January 6th. He was auctioning the opportunity to place a temporary tattoo on his left shoulder for the 2012 track and field season. Because of HDC’s recent winning bid, Symmonds will sport the agency’s @HansonDodge Twitter profile name tattoo at upcoming races, including the Sydney Grand Prix. He will also wear it at the 2012 London Olympic Games, should he qualify.

Symmonds, the top-ranked 800-meter runner in the US and defending Olympic Trials winner, will serve as the new Running and Outdoor Active Lifestyle Advisor for HDC. He is the first in a number of future appointments to the Active Lifestyle Advisory Board. The expanded board will feature emerging and leading athletes from other mainstream and extreme sports coming together to provide key industry insights and build on the agency’s mission of making the world more active.

“We liked Nick’s innovative approach to raising awareness by leveraging the power of social media in support of his racing efforts,” said Ken Hanson, HDC’s chief executive officer. “Nick’s talent goes beyond track and field. He’s also an active climber, hiker, fisherman, kayaker and outdoor enthusiast. We share the same mission, to make the world more active and work with the world’s best brands to do that.”

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HDC will work with Symmonds to develop the advisory board and an ongoing marketing program to represent the firm. The agency will also work closely with Symmonds and other athletes to strengthen their personal brands through strategic marketing communications recommendations and world-class design and technology. The agency is committed to making these emerging and leading athletes more successful.

“I was thrilled with the response to the eBay auction and even more excited once the Hanson Dodge Creative team reached out to me. It was great to learn how much we share in common,” said Symmonds. “I’m excited to be the first member of the Active Lifestyle Advisory Board, and look forward to meeting the entire Hanson Dodge Creative team as we work together to make the world more active.”

For ongoing updates on the relationship with HDC and Symmonds, visit www.hansondodge.com or follow @HansonDodge and @NickSymmonds on Twitter.

About Nick Symmonds

Symmonds was a member of the 2008 USA Olympic Track and Field Team and is currently ranked #1 in the United States and #6 in the world at the 800-meter distance. He is based in Eugene, Oregon. He is currently training at the Oregon Track Club to compete for a spot in the 2012 London Olympic Games and will begin his new season very soon. For more on Symmonds, visit www.NickSymmonds.com.

About Hanson Dodge Creative

Hanson Dodge Creative is America’s leading active lifestyle agency. The full-service firm specializes in helping global brands attain market leadership through strategic integration of world-class branding, relationship marketing, social media, e-commerce and advanced interactive technology. Clients include Wilson Sporting Goods, Trek, Wolverine, Thule, Kmart and Ragnar Relay Series. Established in 1984, Hanson Dodge is located in Milwaukee's Historic Third Ward. For more information, call 414.347.1266 or visit www.hansondodge.com.

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