



## **Xposure PR wins Longo's AOR**

**Xposure PR** has been selected as agency-of-record for Longo's (Longo Brothers Fruit Markets Inc.), a family owned retail grocery business that operates in the greater Toronto area. The agency's first challenge will be to develop and execute a media relations campaign supporting the launch of Longo's new food magazine, exotic private label products and in-store events this summer.