



**FOR IMMEDIATE RELEASE**

## **Xposure PR, Inc. Selected as Agency-of-Record for Longo's**

### ***Selection Expands Agency's Award-Winning Consumer Public Relations Practice***

June 22 , 2005, Toronto, ON.- Xposure PR is pleased to announce that it 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.

"Xposure's reputation for excellence in consumer marketing, and measuring and delivering quantifiable results, was a strong catalyst in selecting them as our PR agency, " said Rob Koss, Director of Marketing, Longo's. "We feel that adding public relations to the mix will elevate our profile among current and prospective customers, allowing us to quickly reach our marketing goals".

"We are excited about the prospect of working with a business that takes such pride in what they do. Longo's has done a great job of using interesting marketing techniques such as a high gloss, full color magazine which differentiates the company from other grocery stores. Xposure plans to continue this tradition by leveraging and building on Longo's creative marketing," said Betty Alexander, president of Xposure PR. "Everyone looks forward to summer gatherings. Our first campaign was to promote Longo's magazine which provides the consumer with unique products and creative ideas for their summer entertaining. "

Longo's has long been known for its commitment to customer service, food quality and freshness. Longo's new services and products build on this commitment in order to help their customers enjoy quality time and food with family and friends during these precious summer months.

Longo's new private label products are showcased in their summer magazine with delicious recipes by renowned cookbook author Emily Richards, while Longo's newly appointed registered dietician Sandra Saville contributes tips for diet, nutrition and healthy eating. Cooking classes with Richards will be among the in-store events held this summer so that customers can learn tips and tricks to maximize food and flavor in their own homes.

### **About Longo's**

Longo Brothers Fruit Markets Inc. (Longo's) is a family owned business established in 1956. The first store, at Yonge and Castlefield in Toronto, was no more than 2,000 square feet, and eight family members comprised the staff. Fifteen stores later, members of the Longo family still go to the Ontario Food Terminal six days a week to purchase the produce offered in stores. To bring the Longo's experience to the doorsteps of customers across the Greater Toronto Area, Longo's also owns and operates Grocery Gateway, a leading online grocery retailer [www.grocerygateway.com](http://www.grocerygateway.com). For more information, visit [www.longos.com](http://www.longos.com).

### **About Xposure PR**

Xposure PR is a partner-based public relations agency located in Toronto, Ontario. It is a results-oriented agency helping companies to gain visibility and awareness through public relations. Its areas of expertise include PR for telecommunications, technology, foodservice, consumer, products, professional services, healthcare and industry associations. For more information, visit [www.xposurepr.com](http://www.xposurepr.com).

### **Media Contacts**

Michelle Magee, PR Consultant, Xposure PR Inc., (905) 326-7010 or [michelle@xposurepr.com](mailto:michelle@xposurepr.com)