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### Liggett Stashower Wins New Client, New Project

(Cleveland, OH -- February 10, 2009) Cleveland advertising and public relations agency Liggett Stashower (LS) announces the addition of Waterlox to its client roster and a new branding assignment with Positively Cleveland.

Building on its reputation for success with building products, LS is teaming up with Waterlox, a Cleveland-based premium wood-finishing manufacturer, to develop advertising and collateral materials for use at trade shows. The Waterlox product lines are handcrafted in Cleveland and have been manufactured from natural and renewable oil for more than 90 years.

LS is partnering with Positively Cleveland, the city's convention and visitors bureau, to develop a new travel and tourism brand position to be incorporated into destination marketing advertisements, promotions and events. The organization's mission is to promote Greater Cleveland as an outstanding meeting and tourism destination in order to grow the region's economy.

With its roots in advertising and public relations, Cleveland-based Liggett Stashower has grown to become one of the region's largest communications firms. The agency's specialty is launching products and ideas using a channel-neutral approach and has deep experience in the building products industry. For more information, visit [www.liggett.com](http://www.liggett.com).

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