

**For Immediate Release
December 21, 2016
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Joseph Brown and Associates announces change to Portside Advertising

Daphne, AL – It is with great excitement and enthusiasm we announce the change in identity from Joseph Brown and Associates Advertising Agency to Portside Advertising. Re-branding is the natural next step in the strategic evolution of the agency.

Each with 20 years of marketing experience, Joe Brown and Edward Herndon united to assemble a larger, more refined team of marketers capable of redefining the limits of their client's success. "Portside Advertising represents a philosophical shift, becoming a more regional creative agency," said chief executive officer Joe Brown. "As we've grown over the years, it has become clear that a strategic move was in order. We fully embrace the creative execution of all work from strategy on down to the production level."

"We're positioned to leverage talent, knowledge and real world experiences to address the changes in the agency role" Herndon said, explaining "the era of consumers believing whatever advertisers tell them is over. Technology has changed the way consumers engage with brands. Success is dependent on constant innovation in an ever changing landscape."

Portside Advertising's web address is portsideadvertising.com

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January 6, 17

This letter is to inform you that Joseph Brown and Associates Advertising Agency (JBA) has change the business entity name. As of January 1, 2017 JBA will resumes operation as Portside Advertising Agency, Inc.

Please adjust all invoicing beginning with the January schedules to Portside Advertising.

Since this was a name change only, our Federal ID number, as well as billing address, remains the same.

Thank you,

Joe Brown, CEO

**** Please see attached W-9 ****