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PRESS RELEASE

Partners + Napier Acquires Post Central in Expansion of Content Marketing Capabilities

Launches Content Central, a Partners + Napier company

ROCHESTER, NY, December 9, 2013 – Creative ideas agency, Partners + Napier has acquired Rochester-based Post Central, effective December 6. The acquisition expands Partners + Napier’s core offerings to include a full suite of content creation and video production services, supporting the launch of a new division called Content Central.

“We’ve seen marketers’ focus on efficient and original content creation explode in the past year,” said Sharon Napier, chief executive officer of Partners + Napier. “We’re launching Content Central at the perfect time to help our clients stay ahead of the curve.”

With an award-winning 22-year history in production services, Post Central brings expertise in content creation, production, and visual effects.

“We’ve worked closely with Post Central for years, so this acquisition was not only the right move for us, but a very natural one,” said Jeff Gabel, chief creative officer of Partners + Napier. “With this new infusion of talent and resources, we are extremely well equipped to creatively solve clients’ diverse content marketing needs.”

Post Central employees will relocate to an expanded space as part of Partners + Napier’s Rochester office. Post Central founder and president Gary Knaak will become managing director of Content Central, and will be joined by co-founder Bill Lang, who will become executive director, overseeing creative and production teams.

“Being part of Partners + Napier gives us the infrastructure and platform to grow the momentum we’ve built over the years,” said Knaak. “We’re excited to start on the next phase of our journey as Content Central.”

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ABOUT PARTNERS + NAPIER

Partners + Napier is an award-winning creative ideas agency with offices in Rochester, NY, New York City, and San Francisco. With core capabilities in branding, advertising, digital marketing, and shopper marketing, the agency serves a diverse roster of clients including Constellation Brands, Green Mountain Coffee Roasters, Delta Private Jets, and Capital One. Partners + Napier is part of Project: WorldWide, a global, independent network of complementary agencies. To learn more, visit partnersandnapier.com.



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ABOUT PROJECT: WORLDWIDE

Project: WorldWide is an independent, global network of wholly-owned agencies delivering engaging experiences that drive business results for clients. The network is comprised of engineers, craftsmen and artists creating marketing solutions that inspire people to participate and act. Project: WorldWide is employee-owned with more than 2,000 employees in 43 offices around the world. The agencies include George P. Johnson, ARGONAUT, Partners + Napier, Motive, Spinifex Group, JUXT, Affinitive, Shoptology, G7 Entertainment Marketing, School, and Raumtechnik, which span the experiential, creative, digital, social, mobile and retail sectors. For more information, please visit project.com.

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