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GIBBS & SOELL TO PARTNER WITH BIG ASS FANS® ON PUBLIC RELATIONS CAMPAIGN FOR LUXURY RESIDENTIAL MARKET

-- Agency to Promote New “Industrial Chic” Isis® Brand for U.S. Fan Manufacturer --

Key Messages:

- Big Ass Fans® is the preeminent designer and manufacturer of large-diameter, low-speed ceiling and vertical fans.
- Gibbs & Soell is the eighth largest independent public relations agency in the United States (O'Dwyer's 2010 PR Agency Report).
- Big Ass Fans has engaged Gibbs & Soell for PR services in a consumer and trade communications campaign to launch the Isis® brand to the luxury residential market.

New York, April 1, 2010 – **Big Ass Fans®**, the preeminent designer and manufacturer of large-diameter, low-speed ceiling and vertical fans, has engaged **Gibbs & Soell Public Relations** for a new brand campaign. The effort will support the launch of the Isis® brand to the upscale residential market.

Gibbs & Soell is the eighth largest independent PR agency in the United States and the second largest in the **home furnishings category**, both according to O'Dwyer's 2010 PR Agency Report.

“Gibbs & Soell will be providing its public relations expertise to help us expand our business model with the launch of our luxury brand Isis,” said Carey Smith, president and CEO, Big Ass Fans. “Through customer dialogue, we discovered a tremendous growth opportunity for residential fans. G&S will help us introduce ‘industrial chic’ into the high-end residential market.”

Founded in 1999, Big Ass Fans started making its specialty fans for the agricultural and industrial markets from its headquarters in Lexington, Ky. The company has since evolved its business to include the commercial sector and has built a strong reputation for innovation, design and sustainability. Its entry into the residential market was a direct response to customer demand for quality, high-end products for the home.

“We are excited to be teaming up with Big Ass Fans on the launch of its innovative, upscale brand for the residential market,” stated Cos Mallozzi, CEO of Gibbs & Soell. “To target key audiences, Gibbs & Soell will tap into its depth of experience with developing and executing communications strategies in the areas of consumer lifestyle, luxury markets, and sustainable building and development.”

Big Ass Fans is investing in a national consumer and trade campaign that will debut in May 2010.

Gibbs & Soell offers **communications expertise** in advanced manufacturing and energy, agribusiness and food, consumer lifestyle and building solutions, professional services, and technology and general science.

About Gibbs & Soell:

Founded in 1971, Gibbs & Soell is the eighth largest **independent public relations agency** in the United States (*O'Dwyer's* 2009 PR Agency Report). **Headquartered in New York City**, G&S has full-service offices in Chicago, Raleigh, N.C., and Zurich, Switzerland. The **G&S global network** includes Cosmo PR in Tokyo, Inhere Communications in Beijing and Shanghai, and the Public Relations Organisation International partnership. For more information, please visit www.gibbs-soell.com.

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