

Press Release

FOR IMMEDIATE RELEASE

9 A.M. EDT, November 17, 2009

**SUNSHINE SPORTS MARKETING AFFIRMS AVANTI INTERNATIONAL FOR
CONSULTING ROLE**

GAINESVILLE, FL, NOV 16, 2009: Sunshine Sports Marketing and Florida Sports News have selected Avanti International Strategic Marketing Communications to consult on digital and print ad marketing for their various publications and operations. Sunshine Sports also provides services for Scout.com, a division of Fox Interactive Media, and is expected to tap Avanti's considerable experience in developing their relationship. Florida Sorts News is a long time participant in the local and national independent college sports press, and publishes among others, *Fightin' Gator Magazine* for U of Florida fans and alumni. Avanti based in Northfield, IL with offices in Jupiter FL, is a marketing communications intermediary for clients doing business through sports and entertainment. The company provides specialized services for marketers and organizations such as Walgreens, International Truck and Engine, Lexmark American Family Insurance, the Western Golf Association and others.

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