



Gail & Rice

COMPANY BACKGROUND

Gail & Rice creates inspiring, motivating, brand-building experiences that help our clients fulfill their marketing communications strategies. Through a combination of integrated services featuring branded events, environments and experiences, Gail & Rice helps clients across all industry sectors and throughout the world improve performance by immersing target audiences in their message.

Today's audience is so inundated with messages that reaching them – making an impression – is an incredible challenge. With thousands of meetings, launches, trade shows, concerts, events and training sessions under our belts, we've found that a memorable, inspiring experience gives your message the power to rise above the clutter.

With in-house capabilities including live conferences, events and environments, national entertainment, training, product launch and sales channel marketing, Gail & Rice works alongside its clients - whether they're retailers, sales channels, investors, partners, employees, consumers, the public or VIP's - to create programs that generate brand advocacy and achieve results.

Gail & Rice creates a great number of programs every year in the areas of automotive and manufacturing/industrial products, technology and telecommunications, consumer products and services, healthcare and pharmaceutical, financial and professional services, entertainment and media and government sectors. Some of Gail & Rice's key clients include: Ford Motor Company, Verizon, The Lincoln Mercury Company, Lucent Technologies, Merrill Lynch, MasterCard, Qwest Communications, Expanets, and General Motors. Recent programs include: Product launch events for General Motors; large-scale public ceremonies for the dedication for the Michigan Vietnam Veteran's Memorial, the City of Detroit, Michigan's 300th Birthday Celebration, and the Tournament Player's Championship Gala; customer events for Verizon, Qwest, DaimlerChrysler, and MasterCard; mobile marketing programs for Chevrolet, Cadillac, and Buick; employee and dealer meetings for Expanets, and Pontiac.

Gail & Rice began as an entertainment production company in 1931. Over the years, the company evolved into a full-service corporate marketing communications firm. The company's integrated capabilities allow for the full-range of services which complex experience-marketing programs require. With over 100 employees, the company has offices in Southfield, Michigan, St. Louis, Los Angeles, Santa Barbara and Irvine, California. Under the leadership of Chairman Tim Rice and President Jeff Bouchard, the company is made up of a diverse and talented group of individuals, marketing professionals whose complimentary backgrounds and skill-sets allow for a wide range of resources and ideas.

Gail & Rice's mission is simple and straightforward: Industry-leading ideas, expert execution, and service second-to-none, at the most competitive industry pricing.

For additional information about Gail & Rice, Inc., please visit the company's Web site at www.gail-rice.com.

PRESS INQUIRIES SHOULD BE DIRECTED TO:

Corporate Communications
Gail & Rice, Inc.
21301 Civic Center Drive
Southfield, Michigan 48076
Tel: 248 799-5000



Gail & Rice

FACT SHEET

Founded	1931, by Max Gail. Al Rice joins in 1949.
Headquarters	Gail & Rice, Inc. 21301 Civic Center Drive Southfield, Michigan 48076 Tel: 248 799-5000
Business Summary	Gail & Rice creates inspiring, motivating, brand-building experiences that help our clients fulfill their marketing communications strategies. Through a combination of integrated services featuring branded events, environments and experiences, Gail & Rice helps clients across all industry sectors and throughout the world improve performance by immersing target audiences in their message. With in-house capabilities including live conferences, events and environments, national entertainment, training, product launch and sales channel marketing, Gail & Rice works alongside its clients - whether they're retailers, sales channels, investors, partners, employees, consumers, the public or VIP's - to create programs that generate brand advocacy and achieve results.
Employees	Over 100 full-time
Locations	Southfield, MI; St. Louis, MO; Los Angeles, CA; Irvine, CA; Santa Barbara, CA;
Corporate Officers	Tim Rice, Chairman Jeff Bouchard, President
Web site	gail-rice.com
Media Contacts	Media, Gail & Rice, 248-799-5000
Mailing Address	Gail & Rice, Inc. 21301 Civic Center Drive Southfield, Michigan 48076 Tel: 248 799 -5000



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FREQUENTLY ASKED QUESTIONS

Q: What is Gail & Rice, Inc.?

A: Gail & Rice, Inc. is an experiential brand communications company. Gail & Rice creates experiences that help companies build brand awareness and improve performance. Through branded events, environments and experiences, Gail & Rice helps clients across improve performance by immersing target audiences - retailers, sales channels, investors, partners, employees, consumers, the public or VIP's - in their message.

Q: How does Gail & Rice impact the beliefs and behaviors of audiences?

A: Through a variety of in-house capabilities including live conferences, events and environments, national entertainment, training, product launch and sales channel marketing, Gail & Rice creates programs that generate brand advocacy and achieve results.

Q: How do you create brand advocacy and achieve results?

A: First, we identify the results our client's wish to achieve; the desired reaction in terms of understanding and/or beliefs on the part of our client's target audience. We then design creative solutions to deliver on these goals. Finally, we measure our success, the return value the Gail & Rice solution provided given our client's ultimate objectives. Given the overwhelming level of distractions crowding modern media, we believe that inspiring, emotional, sensory experiences are necessary to inspire audiences and give products and brands the power to rise above the clutter.

Q: Describe the services Gail & Rice offers?

A: Gail & Rice's strategic, creative and production professionals represent the industry's finest in live Conference, Events, and Environments, National Entertainment, Product Launch, and Training, Educating and Motivating.

Q: What sets Gail & Rice apart from other marketing communications providers?

A: Gail & Rice is a full-service company, with in-house capabilities that span the landscape of experience marketing services. Gail & Rice offers a customized approach to the conception, production and implementation of every communications experience. This enables Gail & Rice to offer an unmatched level of service and consistency across a program, at the most competitive industry cost. After 72 years, Gail & Rice has the in-house experience and resources to create unique marketing programs that inspire and motivate the audience, and most importantly, build brands.

Q: Is Gail & Rice's work primarily aimed at business or consumer audiences?

A: Gail & Rice helps its clients reach a variety of audiences, including consumers, business customers, employees, sales channels, the public, partners, VIP's and other key stakeholders.

Q: What industry sectors does Gail & Rice serve?

A: We service leading companies across all industry sectors: automotive/manufacturing and industrial products; technology and telecommunications; consumer products and services; healthcare and pharmaceutical; financial services; entertainment and media; and government and organizations.