



**FOR IMMEDIATE RELEASE**

Media Contact:  
Laura Ehrlich,  
[lehrlich@adventfirm.com](mailto:lehrlich@adventfirm.com)  
713.462.8347

## **C4/OMNIGROUP ANNOUNCES REBRANDING CAMPAIGN AND INTRODUCES ADVENT**

### ***Company Reinvents Itself With Launch of New Name, Image***

HOUSTON, TX (April 19, 2007) – C4/Omnigroup, one of Houston’s only full-service marketing communications firms, announced today the launch of the company’s new name – **Advent Marketing Communications**. Appropriately named, *Webster’s Dictionary* defines “Advent” as the arrival of something extremely important. The re-branding of the agency represents a move into the next phase of the business, unifying its divisions and setting in motion an aggressive growth strategy.

“The evolution to Advent marks a big day for this company,” says Owner and President Richard Kaminski. “I started this firm more than 10 years ago and have watched it grow. Even through downturns in the marketplace, we’ve realized successes and have continued to be a strong competitor. Now with the anticipated upswing in the economy, coupled with the expert resources we have in-house, we’re ready to take our company to the next level...seemed only appropriate to give this new phase in our business a new name.”

Founded in 1996, C4 Communications began simply as a design firm. Leveraging his relationships in the energy industry Kaminski grew the organization to include web and other digital capabilities. Then in 2003, Kaminski acquired Omnigroup, a 30-year-old turnkey trade show services firm, creating a complete marketing offering to its customer base.

- more -

“While Omnigroup had established a solid reputation in the industry, the C4/Omnigroup merger never quite caught on as a unified brand,” said Kaminski. “Advent allows us to define and present that single brand concept to our clients and prospective customers, while giving us the opportunity to essentially re-launch the company from an even stronger position in the marketplace.”

With in-house capabilities that include graphic design, advertising, public relations, web design and development, 3D animation, motion graphics, custom products, turnkey exhibit services and more, Advent will mark its formal arrival at this year’s Offshore Technology Conference in Houston, TX.

**About Advent, Inc.**

*Traditional marketing is not enough in today’s changing environment. Advent understands that meeting clients’ needs requires synergy, diversity and variety of creative **Ideas in Motion™**. Located in Houston, Texas, Advent is Houston’s only true full-service marketing firm. Delivering effective communication programs with in-house capabilities that include: Advertising and Design Services, Public Relations, Web Design and Custom Web Applications, Motion Graphics and Digital Video Production, 3D Animation, Exhibit Services and Custom Branded Products. For information visit [www.adventfirm.com](http://www.adventfirm.com).*

# # #