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**‘Fun Frause Facts’ Campaign Launches Pacific Northwest
Public Relations Firm’s New Look**

Fascinating facts are featured in the firm’s fresh face

SEATTLE (Oct. 15, 2007) – Seattle-based full spectrum communications firm Frause launched its new brand marketing campaign today demonstrating the power of information and its ability to change the way people view the world. The new brand launch includes direct mail, HTML email blasts and humorous videos hosted on YouTube to shed light on little known facts.

The first edition of emails kicked-off today with a video titled ‘Killer Ass’ www.frause.com. The 30 second video features a sluggish donkey and informs the viewer that more people are killed annually by donkeys than in airplane crashes. The video is introduced by a no-holds-barred pay-off line: this “proves what you don’t know is what you should know. Get it right, don’t be a dumb ass.”

“Because common perceptions don’t always mesh with reality, our firm spends a great deal of time helping our partners effectively communicate correct information,” said Bob Frause, chairman and CEO of Frause, founded in 1998. “In launching our new brand we really wanted to demonstrate this dichotomy between perception and reality, as well as show different vehicles of communication in a very dynamic and humorous way.”

The ‘Fun Frause Facts’ campaign launching the new brand reflects the combined left and right brain power of the Frause team. The firm understands that staying fresh is important in a competitive communications market like the Pacific Northwest. With its 10-year anniversary approaching and a rapidly growing team, Frause felt inspired to highlight its creative presentation and intelligent/factual strategic capabilities.

The firm’s new Web site, www.frause.com, features random fun Frause facts throughout. Because the firm is very personality-driven, the new Frause logo was designed using Bob Frause’s penmanship, giving the brand a personal touch.

About Frause

Seattle-based Frause, previously known as The Frause Group, is a full spectrum communications firm offering services such as public relations, marketing, research and design. Frause, with offices in Seattle and Portland, Ore., is a partner firm of Public Relations Organisation International (PROI). For more information log on to www.frause.com or call (206) 352-6402.

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