

FOR IMMEDIATE RELEASE

11/3/09

**D.L. PORTER SELECTS BASKERVILLE ADVERTISING FOR NEW BRANDING  
CAMPAIGN**

SARASOTA, FL- D.L. Porter Constructors, Inc. announced the selection of Baskerville Advertising & Design, Sarasota, as its marketing agency to launch the commercial builders first branding campaign. The initiative consists of a fresh, distinctive logo, a comprehensive website, community outreach programs, tradeshow and varied marketing materials.

D.L. Porter's President and co-owner, Gary Loer, stated in making the announcement:

"We feel now is the right time to launch this campaign. Porter has been building in this region, and throughout the Southeast, since we began in 1977; yet many people don't recognize our name due to attrition and change within the industry over the past decade.

Our old black and white logo was outdated. It is time for a change. The world doesn't see things in black and white anymore and neither should we! It's a tough market, and you have to stand out from the crowd. I'm confident we have the history, experience and the reputation to endure in this economic climate."

The firm's construction projects in Key West alone total nearly \$300 million including the Southernmost Hotel's recent \$17 million expansion. In Savannah, GA, Porter built the 104-room Staybridge Suites Hotel as well as several Savannah College of Art & Design (SCAD) projects.



Its Sarasota portfolio includes Morton's Marketplace and the Polo Grille at Lakewood Ranch, Robb & Stucky Interiors and Michael's on East restaurant renovation.

“We need to re-introduce ourselves to the next generation of developers, architects and other decision makers,” Vice President and co-owner Marshall White says.

“We are going to be aggressive in letting them know D.L. Porter provides the full complement of commercial construction and management services based on our 32-year history of experience in building every type and size of structure,” said White, who has been with the company since it’s founding. Loer began with Porter in 1983 and has been President since 1991.

Baskerville Advertising began in Sarasota in 1982 and specializes in branding small to mid-size companies, entrepreneurs and non-profit organizations.

For more information on D.L. Porter Constructors or Baskerville Advertising, contact:

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ATTACHMENT: D.L. Porter Logo

