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Suncore Hires RJ Palmer

New York, NY - May 10, 2011 – Suncore Products, LLC has tapped RJ Palmer Media Services to handle all media buying responsibilities. Headquartered in Denver, Suncore Products is a privately held consumer packaged goods company that makes and markets a new line of baked goods, WhoNu?™ Nutrition Rich Cookies.

After a review of a dozen shops, RJ Palmer was selected for its unique profile of service, tools and effective cost savings platforms. The campaign is set to launch on July 1st and includes national broadcast network, syndication and cable television.

“We are culturally compatible with the aggressive and fast paced world of venture capital funded brands that are poised to break through and get to the next level. Having been through this process many times, we are the perfect media partner for Suncore Products. That message came through clearly and we are excited to provide our expertise and help them lead their charge”, says Jim Vail, President of RJ Palmer.

Creative duties are handled by Cleveland-based Marcus Thomas, LLC.

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RJ Palmer is a full service advertising agency headquartered in New York City. It is privately held with billings in excess of \$800 million. Palmer provides strategic insights, TV, Print, OOH, Radio and Online media planning and buying as well as Corporate Barter and Branded Entertainment. The website is www.RJPalmer.com.

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