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FOR IMMEDIATE RELEASE

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**THE KINEO GROUP AND WISE GUIDES
ENTER INTO STRATEGIC PARTNERSHIP**

CHICAGO, August 25, 2009 – The Kineo Group announced today it had entered into a strategic partnership with Wise Guides LLC, the Chicago-based publisher of a creative and innovative series of insider guides to America’s favorite sports teams, venues, colleges and events.

As part of this collaboration, The Kineo Group will be working with Wise Guides to expand their series of customized pocket guides and related web content, especially through an expanded series of guides developed in collaboration with corporate sponsors, sports franchises, universities and cities across the country.

“We’re delighted to be working with Wise Guides,” said Mark A. Nystuen, principal at The Kineo Group. “These unique insider guides are an incredibly impactful and affordable marketing tool that is perfect for reaching today’s consumers.”

Andy Buchanan, editorial director of Wise Guides, said, “Teaming up with The Kineo Group’s experienced and connected marketing and communications team gives us a powerful ally that will help us reach new markets and new opportunities.”

About The Kineo Group

The Kineo Group is an integrated marketing and communications firm providing strategic counsel and execution that builds and grows brands. Formed in 2007 by senior leaders from some of the top brands and agencies in the world, our impact on business is reflected in our name, which in Greek means to move forward. The Kineo Group brings experience and success to clients spanning industries from financial services to agriculture, hospitality to life sciences, sports to not-for-profits.

Learn more at www.thekineogroup.com

About Wise Guides

Wise Guides collects and shares useful and humorous information about sports events, stadiums, colleges, neighborhoods and cities. Our unique take on being a spectator has helped tens of thousands of people enhance their experiences.

Learn more at www.wiseguidesonline.com

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