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Media Contact:

Alex Nikdel, President

Clark/Nikdel/Powell (CNP)

863-299-9980 x1016

alex@clarknikdelpowell.com

CNP Announces New Downtown Office

Seeing sustained growth, agency expands its downtown footprint.

WINTER HAVEN, FL (February 12, 2014) --- Clark/Nikdel/Powell (CNP), a full-service, digitally focused marketing agency, announced today the expansion of its downtown Winter Haven office. In partnership with developer Tom Wolf Co., CNP is expanding their existing office to include a previously unoccupied second floor of prime downtown real estate at the corner of 4th Street NW and Avenue A NW. Construction is already underway with an anticipated move-in date of early May.

A longtime fixture of the Winter Haven business community, CNP — like its hometown — is experiencing record growth. After watching CNP more than double in size in the last five years, President Alex Nikdel knew that securing a new space was a necessary investment in the agency's future. Nikdel evaluated several Polk County locations, but Winter Haven's exciting growth trajectory inspired CNP to stay close to its roots. "We've had the pleasure of doing business downtown for the past 24 years, and the future has never looked brighter for both CNP and Winter Haven," said Nikdel. Thanks in part to the momentum created by major additions like Florida Polytechnic University, LEGOLAND® Florida Resort and the CSX Integrated Logistics Center, more than \$30 million in development projects are scheduled for Winter Haven's downtown corridor alone.

Although the new office is only two doors down from its current location, clients can look forward to a more sophisticated space that better represents the agency's creative culture, which earned CNP a "Best Place to Work" award from CareerSource Polk. "Our new space will foster a greater sense of collaboration and inspired thinking, taking the work we do for our clients to an even higher level," Nikdel said. The new office features 6,400 square feet of open-plan workspace, an addition of about 2,000 square feet more than the current space.

About CNP: Headquartered in Winter Haven, FL since its founding in 1991, Clark/Nikdel/Powell (CNP) is a passionate advocate for Florida-based businesses, nonprofits and educational institutions. The agency has evolved into a digitally-focused integrated marketing agency offering brand development, advertising, design, web development, inbound marketing and SEO services. CNP is the only Certified Brand Strategist™ agency in central Florida. For more information, visit clarknikdelpowell.com.

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