

FOR IMMEDIATE RELEASE

9/1/2010

Boulder Online Marketing Agency, SmartClick AdWorks Becomes Agency of Record For Fresh Produce Clothing

Boulder, Colo.- Women's clothing retailer, Fresh Produce Clothing, has selected Boulder, Colorado-based online social media agency, SmartClick AdWorks LLC, to manage their national online marketing campaigns.

SmartClick AdWorks will help establish Fresh Produce as the clothing brand of choice for target consumers through integrated online marketing campaigns including blog outreach, public relations, online social media, as well as pay-per-click and display advertising campaigns.

Under the leadership of president and marketing expert, Glen Spencer, SmartClick AdWorks aims to expand the Fresh Produce audience on Facebook, Twitter, blogging and Google natural search with out-of-the-box strategies, unique fan applications, strategic community building and targeted brand advertisements.

SmartClick AdWorks online social media has already resulted in great initial results for Fresh Produce Clothing. SmartClick recently launched a Facebook fan acquisition tab for Fresh Produce Clothing that offers fans free shipping in exchange for "liking" the brand. This helped Fresh Produce gain more than 1,000 new Facebook fans in just 36 hours.

Glen Spencer, President of SmartClick, said, "Fresh Produce is a fantastic brand with passionate, loyal followers, and it's so much fun to be working off that kind of a base."

About Fresh Produce Clothing

Fresh Produce Clothing brings the carefree days of summer to women everywhere, with sun-drenched, colorful, beach-inspired clothing, designed with comfort and style in mind. Started by two college sweethearts with one kiosk at the 1984 Olympics, Fresh Produce Clothing is now sold in 38 Fresh Produce retail stores nationwide and in over 700 specialty retailers across the U.S., Canada, the Caribbean and Mexico. Their easy-to-wear dresses, tops, tunics, capris, skirts, shorts and t-shirts are also available online at <http://FreshProduceClothes.com>.

About SmartClick AdWorks

SmartClick AdWorks is an online social media and search engine marketing agency based in Boulder, Colorado. They manage clients' online marketing and advertising using cutting-edge technology and out-of-the-box thinking to build their clients' online presences. Through creative approaches to Facebook, Twitter, YouTube, blogs, viral



1035 Pearl St, Suite 335, Boulder, CO 80302 (303) 641-7201

Online Social Media + Search Engine Marketing

web sites, online PR, search engine optimization, and pay-per-click marketing, Clients are finding that hiring SmartClick AdWorks is far less costly than building an in-house marketing department. Contact Glen Spencer, President at 303- 641-7201.

<http://www.smartclickadworks.com>

<http://www.smartclickadworks.com/about-us.html>

<http://smartclickadworks.com/blog/>

Contact

Glen Spencer

President

303- 641-720

###