



integrated branding + production

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**PACIFIC FOCUS INC. AND LEWIS AND MONTGOMERY LLC MERGE TO BECOME HAWAII'S FIRST FULLY INTEGRATED BRANDING AND PRODUCTION COMPANY**

**The New Company Redefines the Traditional Ad Agency Model in Response to an Evolving Industry**

Honolulu, HI – (February 3, 2009)— Pacific Focus Inc. and Lewis and Montgomery LLC today announced they have entered into a definitive merger agreement. The combined company is named “1013” (pronounced ten-thirteen) and will create the only fully integrated branding and production company in Hawaii, offering an innovative alternative to the traditional advertising agency business model.

Jason Suapaia, President of Pacific Focus, said, “The combination of Pacific Focus and Lewis and Montgomery provides a powerful opportunity to transform our industry. And it will position us for success in a changing business environment.”

In recent years, technology has given way to many new media vehicles, including sophisticated interactive web content and mobile messaging. As a result, TV, radio and print are no longer the only ways to reach consumers.

Mr. Suapaia added, “The merger made sense for a number of reasons. We saw technology transforming the ways that businesses talk to consumers, as well as our role in the process. By partnering with Lewis and Montgomery, we now can offer clients creative and strategic branding expertise, as well as strong production capabilities.”

1013 (1013integrated.com) redefines the traditional advertising agency model by offering production, post-production, advertising, interactive, media planning, market research and design services under one roof. The result of this integration provides a more efficient branding process.

Jennifer Tanabe, Founder of Lewis and Montgomery, explains: “The terms “advertising” and “production” are being redefined and the lines between the two worlds have blurred. The need to have a strong relationship between content and execution has never been greater. We are able to offer clients more interesting and original ways to reach their audiences, and in a much more cost efficient way. ”

The integration of production and branding not only provides cost savings to clients, but it also makes the planning and strategic process more streamlined.

Ms. Tanabe continued, “All of us sit at the same the table: media planners, creatives, web developers, directors, producers and project managers, and we figure out the best way to communicate a brand’s message. It really gives us the flexibility to come up with customized, innovative solutions, because we have everyone right there.”

As Hawaii’s only fully integrated branding and production company, 1013 looks to strategically position themselves in a volatile economy by redefining the traditional advertising agency model and potentially transforming the entire advertising industry in Hawaii.

**About Pacific Focus**

Founded in 1976, Pacific Focus Inc. is an award-winning, full-service film and high definition video production company and sound stage studio facility that has served the television, film and advertising industries on a local and national level. One of the oldest production companies in Hawaii, Pacific Focus has been home to thousands of productions, including thousands of television commercials, photo shoots, music videos, and independent films for ABC Television, NIKE, HBO and the NFL.

**About Lewis and Montgomery**

Although Lewis and Montgomery LLC was established less than a year ago, its award-winning core team has been inspiring companies to achieve greater heights for a combined 25+ years. Its founding members worked at some of the most celebrated advertising agencies on the Mainland and in Hawaii, including Milici Valenti Ng Pack. They have helped organizations such as Minute Maid, Disney, Bank of America, Hawaiian Telcom, and the Hawaii Visitors and Conventions Bureau develop into brands that people actually care about.

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