

***For Immediate Release.***

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**FSC Laboratories, Inc. – Rhycom’s new client addition**

(Overland Park, KS)—Rhycom, a full service, strategic communications agency, has recently added FSC Laboratories, Inc. to its growing roster. FSC Laboratories choose Rhycom based on their extensive health care experience with products and corporate marketing. Rhycom is developing a brand platform for FSC Laboratories including corporate and branded products, as well as product packaging and trade show booth materials. “It is reassuring to work with such an experienced advertising team. Rhycom demonstrated the ability to coordinate multiple critical-path projects on an extremely tight timeline,” stated Kyle Wilson, Marketing Liaison of FSC Laboratories. Branding for Peds Pak, EZ Spacer and Primisol are part of Rhycom’s original assignment.

**About FSC Laboratories, Inc.**

FSC Laboratories, headquartered out of Charlotte, NC, is dedicated to the research and development of pharmaceutical products and medical devices by acquiring, developing, and marketing prescription medications and medical devices to improve the quality of life for patients across multiple therapeutic categories. FSC Laboratories’ wholly-owned subsidiary, FSC Pediatrics, is committed to identifying, acquiring, developing and marketing safe and effective prescription medicines and medical devices for infants, children, adolescents and young adults. For more information about FSC Laboratories or FSC Pediatrics visit [www.fsclabs.com](http://www.fsclabs.com).

**About Rhycom**

Rhycom focuses on strategy, creativity and commitment to clients, and consistently ranks in the *Kansas City Business Journal's* "Top 25 Advertising Agencies." Founded in 1999, Rhycom conceives and executes interactive and traditional marketing and advertising campaigns. Our clients include start-ups, established brands, and national and international corporations all with a common goal—to grow their business and their brand. Rhycom's services include strategic planning, research, advertising, interactive, web development, public relations and event promotion.

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