

***For Immediate Release.***

Date: July 27, 2009  
Contact Name: Rick Rhyner  
Phone Number: 913-451-9102  
Email Address: rrhyner@rhycom.com

## **Rhycom launches Sheridan's Frozen Custard summer promotions**

(Overland Park, KS)—Rhycom, a full service, strategic communications agency, has developed and is currently executing a radio and online advertising campaign for Sheridan's Frozen Custard, promoting three separate summer promotions. The radio ads run on six local stations, highlighting current promotions and directing customers to Sheridan's locations and their website. The campaign's goal is to increase Sheridan's brand awareness, highlight new products and increase same store sales.

### **About Sheridan's Frozen Custard**

Established in June 1998, Sheridan's offers a wide variety of frozen custards and desserts all packed with the freshest ingredients. Sheridan's has 25 stores system-wide and 13 in the Kansas City metro area.

### **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.

###