



## **Freed to promote Redstone's hospitality group**

*Agency named as a marketing partner for well-known hotel, golf, spa holdings.*

**SUGAR LAND, Texas (Aug. 6, 2007)** – The Redstone Companies recently selected Freed as marketing and advertising agency for a number of its properties, including The Houstonian Hotel, Trellis – The Spa at The Houstonian, Redstone Golf Club, BlackHorse Golf Club and The Houstonian Golf & Country Club. Freed's selection followed an extensive review. The agency is now handling a wide range of advertising, promotions and design work for Redstone's hospitality properties.

"Redstone manages some of the best-known hospitality brands in Houston," said Gerald Freed, CEO and chief creative director. "Our goal is to build upon the excellent reputation that these properties have established over the years and take the brands to the next level through creative messaging that resonates with a sophisticated market."

Michael Albrecht, Freed president, said the agency's extensive experience in building the brand awareness of new upscale housing and master-planned communities helped play a role in its selection.

"It takes more than just pretty pictures," he says. "The key is to create a connection with the consumer that inspires action ... that encourages someone to want to be a part of that community. We'll do the same for Redstone by telling the unique story of each of these properties."

### **About Freed Advertising, L.P.**

Freed Advertising, L.P. – founded by Gerald Freed in 1984 – is one of Houston's most successful independent full-service marketing agencies. For more information, visit the Freed Advertising website at [www.freedadvertising.com](http://www.freedadvertising.com).

### **About Redstone Companies**

Redstone is a diversified investment management company with a wide range of business interests, including private equity and hedge fund investing, financial advisory services, real estate development, golf course management and hospitality services. Learn more at [www.redstonecompanies.com](http://www.redstonecompanies.com).