



Albrecht named president of Freed

SUGAR LAND (Oct. 19, 2005) – Michael Albrecht has been named president of Freed, the agency announced today.

Albrecht was promoted from senior vice president, a position he's held since January 2004. In his new role, he'll oversee all business development, client service and creative activities of the 18-person agency.

"From day one, Mike has proven his value to the agency and our clients through his creative thinking and willingness to go the extra mile to get results," said Gerald Freed, the agency's founder and CEO. "As we've grown the agency and added clients beyond our traditional markets, Mike's leadership and client commitment have been key to our strategic direction."

Albrecht is a 25-year veteran of Houston's advertising scene and a former president of the Houston Advertising Federation. For 15 years, he ran his own firm, The Albrecht Agency, before merging with Bates Southwest in 2002. He joined Freed when Bates' parent company was sold.

"This is a great opportunity to build on the success that Gerald has forged over the years and continue the drive to develop the top agency in Houston, both creatively and from a client service perspective," Albrecht said. "Our primary goal here at Freed has always been to help our clients achieve their business objectives, and that won't change."

Albrecht is a graduate of Texas A&M University and a frequent guest lecturer on campus. He lives in Sugar Land with his wife Nancy and their three children.

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.