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**VIA NAMED AGENCY OF RECORD FOR ROMANO'S MACARONI GRILL**

Italian Restaurant Group selects VIA without a review, citing passion for communicating brand's renewal

**Portland, Maine, May 25, 2011** – The VIA Agency announced today that it has been selected as the agency of record for Romano's Macaroni Grill®, the nation's premier Italian restaurant brand. The privately owned, Dallas-based company has more than 220 locations worldwide.

"VIA's strong track record of producing return on investment was a factor in our decision," said Brandon Coleman III, CMO, Romano's Macaroni Grill. "But ultimately it was their enthusiasm for communicating our brand renewal that drove us to establish a partnership. We want our guests to feel the passion that VIA embodies."

"My love of Italian food is matched by the excitement of working with this incredible management team," said John Coleman, CEO and Founder, The VIA Agency. "Romano's Macaroni Grill has a unique offering and a compelling story to tell. We're honored that they've selected VIA to partner with them."

Over the last six months VIA has increased revenue by more than 20 percent thanks to an ongoing streak of new business wins.

**About Romano's Macaroni Grill**

Romano's Macaroni Grill® is the premier Italian restaurant brand committed to providing a dining experience that is only surpassed by the quality of food produced in their open kitchens. The menu features Fresh Pastas, Authentic Pizzas & Flatbreads, Italian Classics and other handcrafted specials. Romano's Macaroni Grill serves crave-able and creative Italian food in over 220 restaurants worldwide. For more information, visit <http://www.macaronigrill.com>.

**About The VIA Agency**

VIA was named *Advertising Age's* 2010 National Small Agency of the Year, Runner Up. Headquartered in Portland, Maine's historic Baxter Library Building, and with an office in NYC, we are a full-service advertising/marketing communications agency with a long track record of helping our clients grow. Current clients include Samsung, Unilever, Welch's, Prestige Brand Holdings, Inc., North American Breweries, LoJack, Unum, DuPont, Kayem Foods, Inc., and Colonial Life. Born in 1993. Reborn every year since. More information is available at <http://theviaagency.com>. You can also find VIA on Facebook at <http://facebook.com/theviaagency>, on Twitter at <http://twitter.com/theVIAagency> and on YouTube at <http://youtube.com/theviaagency>.

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