



## ECHO Incorporated Enlists The San Jose Network Ltd. for Brand Building in Latin America

\* Reuters is not responsible for the content in this press release.

Tue Feb 21, 2012 4:47pm EST

CHICAGO, IL, Feb 21 (MARKET WIRE) -- ECHO Incorporated has appointed The San Jose Network, Ltd. (SJN) as their agency of record for the Latin American market. SJN was selected for its in-depth knowledge of the U.S. multicultural and Latin-American consumers, in-country channel expertise and its ability to manage an entire scope of marketing communications services from its central location.

As a leading manufacturer of professional-grade, high-performance outdoor power equipment for professional and residential use, ECHO Incorporated markets its products under the brand names ECHO, Shindaiwa and ECHO Bear Cat.

SJN's assignment will begin with an extensive brand development exercise of ECHO and Shindaiwa for equity building in Latin America. SJN will develop strategies and insights aiming to improve brand positioning and differentiation, and will look to develop digital assets utilizing new media channels. The group will also provide direction and structure for centralized quality control of a communication platform that will be easily accessed by distributors across 18 Latin American markets.

"This is a great opportunity to do work with a company that has set the standard in the landscaping industry, both on the consumer and professional side," said George L. San Jose, chairman and founder of SJN. "While ECHO has already been successful in generating a presence around the world, we believe this centralized yet locally infused approach will provide greater efficiencies to make the brands stronger and realize their full sales potential in Latin America."

#### About ECHO

For the past 30 years, Echo Incorporated has been a worldwide leader in the development and manufacture of professional-grade, high-performance outdoor power equipment for professional and residential use. Echo prides itself on setting the industry standard with its dedication to new technology, quality products and its strong distribution infrastructure. From establishing technological advancements in premium tools for landscaping and arborist professionals, to expanding its capabilities to meet industrial and consumer demand, Echo has had a heritage rich with accomplishment.

#### About The San Jose Network

The San Jose Network, Ltd. (SJN) is the largest independent communications agency network, spearheaded by The San Jose Group, serving clients in the multicultural convergent markets within the U.S. and Latin America. Made up of best-in-class, independently owned MARCOM agencies, SJN offers clients access to local expertise in 18 countries via a centralized management platform. For more information, visit [www.thesanjosenetwork.com](http://www.thesanjosenetwork.com).

#### MEDIA CONTACT:

Julie Sestan  
The San Jose Group  
[jsestan@sjadv.com](mailto:jsestan@sjadv.com)  
312-565-6446

Copyright 2012, Market Wire, All rights reserved.

-0-

George L. San Jose, president & chief creative officer of The San Jose Group, a multicultural agency.