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## Rhycom celebrates its 10 year anniversary.

(Overland Park, KS)—Rhycom, a full service, strategic communications agency, is celebrating 10 years in business. In 1999, Rhycom was established by President Rick Rhyner and was originally located in the Crown Center area of Kansas City. As they grew, Rhycom moved to Corporate Woods in Overland Park, Kansas in 2005. Prior to founding Rhycom, Rhyner had managed a local advertising agency from 1991-1999 and decided the next step was to start his own agency.

“Rhycom is different than a traditional advertising agency. It’s true that we provide many of the traditional agency services, but what makes us unique is our understanding, experience and knowledge of strategic branding, positioning and messaging. We are grounded in brand strategy and our goal is to develop solutions that define and communicate our customer’s brands across all touch points,” Rhycom President, Rhyner noted.

Rhycom’s clients include start ups, established brands, national and international corporations, such as Blue Cross Blue Shield of Kansas City, Quest Diagnostics, CRB Consulting Engineers, United BioSource Corporation, Sheridan’s Frozen Custard, Swisher Mower and Machine Company, MedTrak Services and others.

Rhycom has been selected as one of the “Top 25 Area Advertising Agencies” by the *Business Journal of Kansas City* in 2005, 2006 and 2007. They were also on *Ingram’s* “Corporate Report 100: Top 100 Fastest-Growing Companies” two years in a row, ranked 26th in 2006 and 47th in 2007.

### About Rhycom

Rhycom focuses on strategy, creativity and commitment. Rhycom conceives and executes interactive and traditional marketing and advertising campaigns. Rhycom’s services include strategic branding, research and planning, advertising, design, interactive, web development, search engine marketing, public/media relations and event planning.



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