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**FOR IMMEDIATE RELEASE**

**RedRover Company Emerges from Business Incubator**

Memphis, Tenn., June 7 — The sales and marketing firm RedRover Company is graduating from EmergeMemphis, a business and technology incubator for early stage and high-growth companies, which is located at Tennessee and G.E. Patterson streets. The company is moving close by to 415 S. Front Street, Suite 121 in mid June.

RedRover Company joined the Center for Entrepreneurial Excellence known as EmergeMemphis in January of 2008. EmergeMemphis is designed to provide early stage companies with support, resources and economies of scale to accelerate growth. The goal is to graduate successful firms that will leave the program financially viable and freestanding.

“RedRover is an excellent example of how EmergeMemphis can support companies by helping them with strategy, pricing and tactics,” said Gwin Scott, president of EmergeMemphis. “We offer tangibles such as space and equipment, and we offer intangibles. For example, we were able to tap our board’s networks and relationships to open doors to industries important to RedRover’s strategic growth.”

The new space on Front Street will accommodate RedRover’s rapidly growing staff and future expansion plans. In the past twelve months, the company has grown from two people to five in Memphis. There is also a one-person office in Nashville.

Most recently RedRover added Account Manager and Sales Trainer Mike Skelton to its sales coaching and training staff. On the marketing side, it’s added marketing account executive Beverly Mattingly.

“We’ve experienced 250 percent growth over the past two years,” said Lori Turner, managing partner of RedRover Sales and Marketing. “I attribute our success to being the only Memphis agency to integrate sales training and coaching with marketing and advertising. We specialize in working with small to mid-sized companies, from start-ups to mature organizations.”

This combined service offer uniquely positions RedRover Company to help clients improve the productivity of their sales force with customized sales training and coaching, while also increasing the return on their marketing investment by combining traditional and guerrilla strategies.

RedRover Company’s clients include The MED Foundation, Memphis Chemical & Janitorial Supply, Parasol Awnings, Jack Morris Auto Glass, Memphis Business Group on Health, The Humane Society of Memphis and Shelby County and Brandon Financial Planning.

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