



PRESS RELEASE

Propane Taps Brisson as New CEO Following Series of Major Account Wins

(San Francisco, CA) – June 27, 2011 – Propane Studio, an independent full-service digital agency, today announced it has tapped industry-leading agency veteran and successful former agency owner, Steven Brisson as its new Chief Executive Officer. The newly created CEO role comes on the heels of several major account wins including Volkswagen and healthcare giant Kaiser Permanente for the San Francisco and NYC-based boutique shop.

Founded in 2003 by president Neil Chaudhari, Propane Studio provides award-winning integrated services that develop long-term brand loyalty for clients across a myriad of marketing channels. In 2006, Propane continued to build on its reputation for combining strategic insights with elegant creative executions to further activate brands in the digital space. In addition to adding Audi and Macy's to its client roster, Propane has experienced tremendous organic growth through its 'launch & learn' approach that leads clients through continuous cycles of iteration and enhancement.

"I'm thrilled to be joining a team of award-winning thought leaders and innovators at Propane, and to be leading operations for an agency on such a clear trajectory to continued success," said CEO, Steven Brisson. "Over the last eighteen months, Propane has experienced unprecedented growth and maturation—I look forward to further accelerating the expansion of our SF and NYC footprints, as well as smartly growing our list of marquee brands and globally-recognized clients."

"At Propane Studio, we recognize that the entire digital ecosystem is a vital and critical component of the marketing mix, and we sought out Mr. Brisson for his deep roots as a digital pioneer and his reputation for being that rare and potent combination of creative visionary and seasoned business leader," said Chaudhari. "Steven is a wonderful addition to Propane's executive team, and I'm confident he'll continue to advance our strategic position in the marketplace and increase the value we deliver to our clients."

about propane studio

Propane Studio, one of the fastest growing independent agencies with offices in San Francisco and New York, fuels a roster of memorable brands that span a broad range of categories. Clients include Audi, Intel, 7 For All Mankind, Hitachi, Intuit, Kaiser Permanente, Macy's, Men's Wearhouse, Pandora and Sega. Founded in 2003, Propane is home to some of the most experienced brand and technology specialists in the industry—pioneers in the design and development of first generation web, social and mobile solutions, as well as dozens of campaigns that have earned recognition and numerous awards from Communications Arts, BAFTA and The Webby's.

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