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**WAVES OF GRATITUDE CHOOSES LAIDLAW GROUP
AS AGENCY OF RECORD**

12/02/2009: BOSTON, MA – Waves of Gratitude has selected Laidlaw Group as their new agency of record. Assignments include new corporate identity, product logos, package design, a new e-commerce website (www.wavesofgratitude.com), a new fashion blog (www.wavesofgratitude.blogspot.com), and a fully integrated social media advertising campaign, according to Cindy Laidlaw, Principal of the integrated marketing communications company. Laidlaw Group is a Boston-based integrated marketing communications firm that specializes in branding and social media.

Laidlaw Group is working with Waves of Gratitude to strengthen their brand identity, increase visibility and expand the product line. “This is an exciting new client for us,” said Ms. Laidlaw, “Waves of Gratitude is carving out a new niche in the fashion world: the intersection of style and gratitude”. Waves of Gratitude will benefit from Laidlaw Group’s 20+ years of award winning creative solutions that build brands, deliver higher awareness, gain market share and increase sales.

“After meeting with numerous agencies, it was obvious that the Laidlaw Group was the right fit for Waves of Gratitude because of their extensive background in working with start-ups as well as their understanding of the retail environment," said Cheryl Nordyke, CEO. "The team also provided us with a very diverse level of experience in traditional marketing, but more importantly in the social and viral arenas. The added bonus of their shared philosophy only added to the reason why Waves of Gratitude chose The Laidlaw Group."

Waves of Gratitude sells beautiful and meaningful Inspired Jewelry and Inspired Apparel at www.wavesofgratitude.com, and plans to introduce Inspired Home Accents in the near future. The company’s mission is to offer products that inspire people to remember the importance of expressing gratitude.

More information about Laidlaw Group can be found at www.laidlawgroup.com. Visit the new Waves of Gratitude at www.wavesofgratitude.com. For more information about this news release, contact Cassandra Nicholson, Communications Strategist at Laidlaw Group LLC, by phone at 617.423.2801 x. 203 or email pr@wavesofgratitude.com.