FOR IMMEDIATE RELEASE

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KACYON.com Acquires L•A Advertising & L•A Interactive of the Lehigh Valley

Lehigh Valley, Pa. – Larry Kacyon of KACYON.com is proud to announce the acquisition of L•A Advertising and L•A Interactive.

Employed at the agency since 1988, Larry will be taking over the day-to-day operations as President & CEO while retaining long-time art director, Jeff White to lead the creative services of the agency as its new creative director. Several other staff members will be retained to support the ongoing branding and marketing efforts the agency deploys. L•A serves an extensive clientele of both B2C and B2B accounts, locally, regionally, and internationally.

Formerly Lieberman-Appalucci, L•A Advertising has been operating as a full-service, advertising and marketing communications agency since it was founded in 1954.

L•A Advertising | L•A Interactive
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