



## **ASG Welcomes New Client vineyard vines®**

Columbus, Ohio—December 1, 2009— Asset Strategies Group, LLC. (ASG) announces the signing of its newest client, vineyard vines®, a lifestyle retailer founded by brothers Shep and Ian Murray. ASG has been hired to develop and execute a retail store real estate strategy, including site selection, deal negotiation and store design & construction.

“We are very excited to be working with vineyard vines® and especially excited to provide a full turnkey solution from site selection through store opening” said Steve Morris, ASG founding partner. “Shep and Ian have an incredible vision for growing their company and the brand. We welcome the opportunity to help develop the retail strategy.”

### **About vineyard vines®**

vineyard vines®, a company best known for its whimsical neckties and smiling pink whale logo, was founded in 1998 on Martha’s Vineyard when brothers Shep and Ian Murray left corporate America to start making neckties that represented the good life. In addition to signature neckwear, vineyard vines® offers a variety of clothing and accessories for men, women and children. Products are sold in over 600 specialty and department stores worldwide, through a seasonal catalog at 1.800.892.4982, online at [www.vineyardvines.com](http://www.vineyardvines.com) and at nine free-standing stores in Boston, MA; Edgartown, MA; Greenwich, CT; Mashpee, MA; Memphis, TN; Nantucket, MA; The Ocean Reef Club in Key Largo, FL; Washington, DC; and Westport, CT.

### **About Asset Strategies Group**

Asset Strategies Group, LLC. is a leading retail real estate and design consulting firm providing strategy, deal negotiation, store design & construction and lease administration services. Founded in 2002, Asset Strategies Group has completed over 100 engagements for more than 35 specialty retail clients.