



## Press Release

FOR IMMEDIATE RELEASE

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Contact: Jennifer Westerfield

Owner/Senior Vice President

937-776-8826

### **Side Effects, Inc. Announces the Acquisition of Naming Rights and Intellectual Property of Power Ad Company, Inc.**

DAYTON, OH -- Side Effects, Inc. today announces the naming rights and intellectual property acquisition of Power Ad Company, Inc., a Salina, Kansas-based company that produces scorer's tables, signage and possession arrows for customers across the United States. Power Ad, founded in 1988, was the original innovator in the scorer's table industry.

Side Effects, Inc. will now be known as Power Ad Company thanks to the naming rights purchase. Side Effects, Inc. will continue to provide sports equipment to high schools through their Professional Booster Club sports marketing program. Side Effects, Inc. has also rolled out a digital marketing division known as Lighthouse Legacy Marketing, which will also be rebranded with the new Power Ad Company name.

The decision to sell was a result of the COVID-19 pandemic. Power Ad Company closed their doors two years earlier than expected. In 2012, President Roger Naylor Jr. "Bud", and his sister, Vice President, Deb Marseline, created a 10-year plan to retire from the Power Ad Company after the passing of their father and Founder of the company, Roger Naylor Sr.

Side Effects, Inc. and Power Ad Company, Inc. have had a relationship since Side Effects' founding year in 1996. Side Effects, Inc. purchased hundreds of scorer's tables from Power Ad Company, Inc. over the years.

The rebrand allows Side Effects, Inc. to honor the decades of dedicated service Power Ad has given to thousands of clients, including Side Effects, Inc. Additionally, the work Roger Naylor Sr. began and that his children carried out will continue to live on and impact the lives of thousands of high school student athletes across the United States.

Side Effects, Inc., DBA Power Ad Company, plans to service the 4,800 Power Ad customers in addition to their own customers. Side Effects is incredibly grateful for the opportunity and committed to developing and nourishing relationships with Power Ad's former customers, vendors, and distributors.

Power Ad Company will continue to provide a wide-range of advertising and marketing services, equipment and solutions:

- Athletic Equipment (Scorer's Tables, Scoreboards, Video Displays)
- LED Possession Arrows
- Professional Booster Club fundraising programs (equipment & cash to schools)
- Digital Marketing Services
- One & Done Facemasks™ & Bioshield 75 Antimicrobial Products

Learn more by visiting: [www.PowerAdCompany.com](http://www.PowerAdCompany.com)