



**FOR IMMEDIATE RELEASE**

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**TAG Selects Gable PR for Re-Branding Program,  
Long-Term Public Relations, Media Relations**

*Agency Brings Award-Winning Experience, Expertise  
To Support Outsourced Accounting Firm During Next Stage of Growth*

SAN DIEGO – TAG, Southern California’s premier outsourced accounting consultancy, has selected Gable PR to direct the companies’ re-branding efforts and manage its public and media relations programs.

TAG, founded in 1996 as The Accounting Group, provides a proprietary and unparalleled array of customized, effective and trusted accounting products and services in three primary practice areas: outsourced accounting, accounting software and high net worth family accounting. TAG began experiencing rapid growth over the past few years. When it became an employee-owned company in March of 2008 and started pursuing new growth and acquisition plans, the management team determined it needed new branding, positioning and public relations directions.

“We are growing the company internally and through a series of acquisitions,” said Robert Scherer, president and founder of TAG. “We selected the Gable PR team to support our growth because of its past success with positioning and re-branding clients in many different industries. The firm has experience in managing effective media relations campaigns, deep community connections and proven track record of differentiating companies and communicating about them in compelling ways.”

The public and media relations program will be managed by Tom Gable, CEO, a nationally-recognized authority on managing successful PR programs, and Liz Dill, account executive, who formerly worked on the Microsoft Business Solutions public relations program. The Gable PR team believes their proven track record of successful re-branding efforts for clients in accounting, insurance, financial services and banking,

biotech, health care, medical devices, education, lodging and hospitality, retail and software.

***About TAG***

TAG, an employee-owned company founded in 1996, provides an unparalleled array of customized accounting services and software to support entrepreneurial companies and high-net worth individuals with complex needs in achieving their business and financial goals. TAG serves as an engaged and trusted extension of each client's business, using skilled teams of experts and proprietary systems to ensure timely, dependable results, enabling its clients to focus on growing their businesses. It has particular expertise in financial services, trust accounting, the life sciences, professional services, manufacturing and the building industry. TAG is also an authorized business partner for SAGE Software. TAG is based in San Diego and serves clients throughout Southern California. For further information, see [www.teamtag.net](http://www.teamtag.net).

***About Gable PR***

Gable PR, based in San Diego, delivers highly effective public relations programs for clients in a broad range of industries. Its tradition of success goes back 30 years with Tom Gable, agency founder, a nationally recognized authority on the strategic use of public relations for positioning, reputation management and delivering meaningful results. Clients have included private and public companies, organizations, institutions and government agencies at every stage in their life cycles, from start-up to a Fortune 100 company (Pfizer). Agency programs have earned the highest honors in the PR profession and helped clients of all sizes and needs succeed. For more information:

[www.gablepr.com](http://www.gablepr.com).

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