



**Situ8 takes to the water and wins Overton's project  
04/01/10**

**Situ8 continues their great start to 2010 by adding Overton's, the industry leader in marine and water sports marketplace to their rapidly growing client roster. Situ8 will be accountable for planning and executing an experiential campaign launching this May.**

**The Overton's brand is owned by Gander Mountain, Situ8's first client partner. "We chose Situ8 to work on Overton's based on our previous experience working with them and our comfort level that they're the right agency to get the job done," said Steve Uline, Executive Vice President of Marketing for Gander Mountain and Overton's.**

**"We are excited about continuing and growing our relationship with Gander Mountain and Overton's. We are committed to building sustainable relationships between brands and people but also with our agency and our client partners. This is a great example of that promise," said Pete Kelly, Founder and CEO of Situ8.**