



ROYALL ADVERTISING GAINS BBB ACCREDITATION

ROYALL [□]

ADVERTISING OUTSIDE THE SQUARE Royall Advertising, a full-service agency based in Central Florida, was recently named a BBB Accredited Business. Royall Advertising was established in 2004 by Will Royall. The company has since grown to handle the accounts of Hilton Grand Vacation's Ruth's Chris Steak House, SunGard Public Sector, Holiday Inn Club Vacations, CiCi's Pizza, TGI Friday's, Vines Grille and others. Royall said in a press release the accreditation "gives our customers confidence in our commitment to maintaining high ethical standards of conduct." According to a press release from Royall Advertising, BBB accredited businesses must adhere to BBB's "Standards of Trust," which is a comprehensive set of policies, procedures and best practices. A report by Princeton Research found seven in 10 consumers are more likely to buy from a BBB Accredited Business.

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