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GUINNESS WORLD RECORDS™ AWARDS RON SHERMAN TITLE FOR PRODUCING THE MOST TV COMMERCIALS IN THE WORLD

LITTLE ROCK, ARKANSAS (April 25, 2016) Ron Sherman, TV Personality and Pitchman has set the record for most TV Commercials produced in the world, and will be presented with the GUINNESS WORLD RECORDS™ title on May 3, 2016. Sherman has found a niche promoting home improvement clients, producing thousands of Direct Response commercials for the industry each year. He is known in Little Rock, Arkansas as a weatherman for over 26 years and founder of the full service ad agency and production studio, Ron Sherman Advertising (RSA).

Sherman currently holds the record for the **Most TV commercials produced** with a documented 3,503 commercials. It is estimated that Sherman has taped over 70,000 TV commercials in his 30-year career; however, due to the extensive amount of evidence required by GUINNESS WORLD RECORDS proof was only available for the number of commercials he personally taped in one year.

In 2015 alone, Sherman and his RSA team produced 6,414 commercials for home improvement that aired in 100 TV markets across the United States and Canada. Sherman's RSA serves national and regional home improvement accounts such as Englert LeafGuard, Beldon Home Solutions, Jacuzzi Walk-in Tubs, Window Depot, Owens Corning Basements and Bath Planet.

Sherman had this to say about his new title, "Being recognized by GUINNESS WORLD RECORDS is such an honor. I knew we taped a lot of commercials, but who would have thought we'd end up with a world record! None of this would be possible without the great team we have working here. All of the spots have to be produced, taped, edited, and graphics added before being uploaded and trafficked with hundreds of stations across the US and Canada. And that's not to mention the media, sales and web departments that play a big role in the whole process as well. It truly is a group effort. I couldn't be more proud of our team and this achievement."

On May 3rd a ceremony will be held at Ron Sherman Advertising where an official adjudicator from GUINNESS WORLD RECORDS will present Sherman with a certificate in recognition of his world record title.

Ron Sherman Advertising is proud to be an Arkansas business making a national impact as the top advertiser in the home improvement industry.

For more about Ron Sherman Advertising, visit ronshermanproductions.com.