



Press Release

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FOR IMMEDIATE RELEASE

Bluetooth Creative Group One Of A Few L.I. Agencies With American Association Of Advertising Agencies Credential

August 1, 2007 — (ROCKVILLE CENTRE, NY) — Following several years of solid growth and agency expansion, Bluetooth Creative Group, one of Long Island's premier advertising and marketing agencies, has joined the elite ranks of those meeting the stringent requirements for membership in the AAAA — the American Association of Advertising Agencies. Only 600 out of nearly 15,000 agencies in the U.S. meet AAAA standards.

"All of us at Bluetooth Creative Group are proud to be a member of the 4As," says Bluetooth Creative Group President Steven Ehrlich. "It's an important recognition of our growth and sustained ability to serve the myriad needs of our clients. And of course, its advertising research services and networking capabilities will make a huge impact on the quality of marketing services we can provide our clients."

As the national trade association of the advertising industry, the 4A's serves nearly 1,200 member agencies employing more than 65,000 people in the U.S. In addition to offering a broad range of marketing communications services, the Association helps members build their businesses, and acts as the industry's spokesperson with the government, media, and public sector. Additional information can be found by visiting www.aaa.org.

Since 1972, the premier Long Island advertising agency Bluetooth Creative Group (formerly Ehrlich Advertising) has been helping local companies, tri-state area businesses and regional/national brands reach their marketing goals faster and more cost efficiently, with greater loyalty. Bluetooth Creative Group promises *evolved thinking* every day by capturing opportunities missed by less advanced agencies; then power-leveraging them with fully muscled strategies and turn-on-a-dime executions. The agency's professionals are experts at creating a competitive edge for its clients that translates to a higher client ROI — and a winning bottom line. Located in Rockville Centre, Bluetooth Creative Group is a proud member of the American Association of Advertising Agencies.

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