



Press Release

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FOR IMMEDIATE RELEASE

Bluetooth Creative Group Creates Atlantic Audi Promotion With Long Island Broadcasting Group and John Tesh.

May, 2009 — (ROCKVILLE CENTRE, NY) — When Atlantic Audi in West Islip wanted to increase exposure and traffic at their car dealership, they called on the Bluetooth Creative Group team's talents to develop a promotion that would boost sales.

Joining forces with Long Island Broadcasting Group's K-JOY FM radio (98.3), Bluetooth Creative Group negotiated and created "Win Dinner with John Tesh" – where one lucky customer of the luxury automotive dealer would win a night out with the well-known celebrity.

With Bluetooth Creative Group promoting the event on different levels, it generated a tremendous level of excitement at the dealership, thanks to Mr. Tesh's international fame as a highly recognized entertainer, in addition to being a popular LI broadcaster.

"This was the first time Atlantic Audi had been involved with such a well-known entity," explains Bluetooth Creative Group President Steven Ehrlich, "and the staff was as excited as the customers. We produced radio commercials using John Tesh and designed beautiful showroom posters that created an atmosphere of anticipation. Eye-catching point-of-purchase displays and entry form boxes were displayed throughout the dealership. At the same time, we developed Internet banners and a series of online contest promotions than ran exclusively on the K-JOY website. I'm happy to say it was one of the most successful events Atlantic Audi has ever run."

Atlantic Audi is one of the New York's volume Audi Dealers. Owned by John Staluppi, Atlantic Audi is determined to bring the Audi experience to all customers by taking advantage of the modern advancements of the virtual world through their website www.nyaudi.com combined with old fashioned customer service. Whether they communicate in e-mails, phone or in person, Atlantic Audi's respect and consideration for their customers is evident.

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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