



## Press Release

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FOR IMMEDIATE RELEASE

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### **Beechwood Organization Asks Bluetooth Creative Group To Make Point About New Meadowbrooke Pointe Community**

March 8, 2008 — (ROCKVILLE CENTRE, NY) — Thanks to its extensive portfolio of premiere real estate clients, and a reputation for creative excellence, Bluetooth Creative Group was chosen by the Beechwood Organization to develop a new advertising campaign to promote its latest development, Meadowbrook Pointe, a gated community located in Westbury, Long Island on the former site of the historic Roosevelt Raceway.

The agency's first effort is to promote Nassau County's newest luxury community through an integrated campaign that incorporates print advertising and direct mail newsletters.

"Bluetooth Creative Group has the industry experience and professional talent we were looking for in a marketing agency," said Joanne Gatto, Sales Manager of Meadowbrook Pointe. "In addition, the Agency's close physical proximity to our community makes it possible for them to take a strong hands-on approach to our numerous promotions and marketing initiatives."

"Meadowbrook Pointe is the most exciting community on Long Island for active adults," says Bluetooth Creative Group President Steven Ehrlich, "and yet is also one of the least well-known. Our new campaign is designed to get the word out about the many unique benefits it offers, one of the most important being its central, easy-to-access location in the heart of Nassau County nearby to shopping malls, movies, restaurants, parkways, and close proximity to NYC.

The Beechwood Organization is one of the largest residential developers on Long Island and the New York City area. Founded in 1980 by Michael Dubb, the company has completed 55 communities, and crafted more than 5,000 homes, earning a ranking of 77<sup>th</sup> on *Professional Builder* magazine's 2009 Giants Listing of the Top 400 U.S. builders. Its latest venture, Meadowbrook Pointe has received numerous accolades and awards for architecturally stunning villas, townhouses, and condominiums, as well as luxurious amenities, resulting in a spectacular resort-style community.

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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