



## Press Release

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FOR IMMEDIATE RELEASE

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### **Bluetooth Creative Group Further Expands With Garvan Communications, LLC Acquisition**

October 1, 2008 — (ROCKVILLE CENTRE, NY) — Bluetooth Creative Group has once again increased its size as a result of its recent acquisition of Garvan Communications, LLC, one of Long Island's oldest and most successful ad agencies located in Hicksville, NY. Clients now under the Bluetooth umbrella will include Broadridge Financial (former division of ADP), Star CNC Machine Tool Corp., and Nassau Educators Federal Credit Union (NEFCU).

Coming onboard the agency is former Garvan Account Director Linda Shea, Account Executive/Media Planner Debbie Essig, and Project Coordinator/Account Executive Jeanne Gavitt.

"It's a fantastic fit," says Bluetooth Creative Group President Steven Ehrlich. "The two agencies have a lot of the same strengths, and combining our resources will make it possible to deliver an even higher standard of service and production to our clients. This merger also puts us in a better competitive position to seek out new business."

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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