



## Press Release

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FOR IMMEDIATE RELEASE

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### **Rubin Management Chooses Bluetooth Creative Group To Construct Their Rockaways Condominium Campaign**

*March, 2009* — (ROCKVILLE CENTRE, NY) — Ocean One Condominiums, the newest luxury beachfront condominium development by Rubin Management, has just launched a brand new advertising campaign courtesy of Bluetooth Creative Group. The new community, an 11-story luxury complex located in the Rockaways, boasts the ultimate in beachfront living — and the finest obstructed views of New York City and its surroundings.

“For the print campaign, we wanted the luxury and lifestyle of this magnificent community to jump off the page at readers,” says Bluetooth Creative Group President Steven Ehrlich. “From the incredible panoramic views to the luxurious amenities and security of Ocean One Condominiums, our four-color ads introduced the target audience to this dream property, then illustrated through tax incentives how attainable the dream really is.”

Setting a new standard in excellence and design, Ocean One Condominiums award winning developers offer the most spectacular property ever to be built in the Rockaways. Creating new and exciting housing in the Rockaways for the past ten years, Rubin Management’s commitment to quality in design and comfort is unmatched throughout the Rockaway communities. With the development of Ocean One Condominiums, the development team believes that they have found the perfect formula for developing the pinnacle of outstanding living.

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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