



Press Release

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FOR IMMEDIATE RELEASE

Bluetooth Creative Group Continues to Evolve With New Agency Website and Branding Initiative

January, 2010 — (ROCKVILLE CENTRE, NY) — The more evolved an agency's thinking, the better its performance. That's the core message of Bluetooth Creative Group's new branding initiative, perfectly communicated through the imaginative graphics, startling sound effects and explanatory copy at **bluetoothcreative.com**.

Highlighting the agency's marketing talents in creative, production, interactive, media and PR, the site introduces the unique proposition that the most evolved thinking wins the day.

"Our new website doesn't just explain our company's tagline *thinking, evolved* — it actually lets you experience what that means with its engaging execution. It continues our evolution as the one Long Island agency that knows how to achieve the best results through an entirely new thought process," says Bluetooth Creative Group President Steven Ehrlich.

The new site features About, Capabilities, Portfolio, News and Contact sections designed to bring to life the agency's *thinking, evolved* brand positioning for current clients, new prospects, and those just interested in an entertaining web experience.

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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