



Bull's-Eye Creative Communications Launches

ATLANTA - Monday, January 23, 2005

On February 1, 2005, Bull's-Eye Creative Communications launches as the new name for Atlanta-based Patrick Carlson Graphic Design. For over 10 years, Patrick Carlson Graphic Design has focused on servicing the high-tech B2B and B2C industry with graphic design solutions. The firm's work has been recognized both regionally and nationally with many industry awards for its technology clients.

"We made this identity and branding change after internal analysis that we were providing a wider array of marketing services to our clients than only graphic design," stated Patrick Carlson, Bull's-Eye Creative Communication's Principal Partner. "Our core has always been based in graphic services, but over time our clients have turned to us for complementary services such as marketing, public relations, copywriting, photography, trade show booth design and website development to augment their corporate communications needs." "With this new identity and branding initiative, our corporate identity is more aligned with the services we provide."

Bull's-Eye Creative Communications believes in effective and results based branding and marketing that addresses a company's business objectives. The firm principals work directly with the client to assure consistent communications. Client projects are evaluated as to the individualized needs after which a team of seasoned marketing professionals is assembled to initiate the project.

The firm's current engagements involve trade show booth design and implementation, re-branding initiatives, website development, core business development, direct mail marketing strategies, internal communications, as well as marketing collateral development.

Looking forward, Bull's-Eye Creative Communications plans on continuing its focus on the technology, manufacturing and professional services markets. The firm also plans on adding additional associates to address client marketing needs.

Bull's-Eye Creative Communications, offers business-to-business companies in technology, manufacturing, and professional services marketing communications that are focused on achieving measurable ROI for clients. The firm also provides in-depth marketing consultation, strategy and development. Areas of expertise include marketing consultation, branding, corporate identity development, advertising, marketing collateral, website design, development and hosting. Notable clients include, Surf Technologies, North-American

Packaging Corporation, Perfect-Affinity, CBeyond Communications, Supreme Battery, Aptiris, Building System Design and Grady Health System.

For more information, visit www.bullseyecreativecommunications.com

Media contact: Patrick Carlson, 404 352-3006