

BULL'S-EYE

CREATIVE COMMUNICATIONS

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Winter Heats Up at Bull's-Eye

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This winter quarter was hot at Bull's-Eye, with the addition of more new clients and projects. TSMA (Transportation Sales & Marketing Association) contracted with Bull's-Eye for assistance with marketing design and development for its 2007 annual conference and awards competition. TSMA provides a contemporary forum for members to develop their professional leadership skills through specialized training sessions, issue-based seminars and peer interaction. Each year the association conference provides keynote speeches and workshops led by industry leaders.

The marketing pieces that Bull's-Eye created for the upcoming conference encompassed online, print and on-site components. An initial theme was developed to present a cohesive message to prospective attendees about the educational offerings and direction of the conference. Bull's-Eye developed several print, direct-mail collateral pieces incorporating the theme to solicit attendance and interest in the event. These marketing pieces were reinforced with online and print advertising in several trade websites and publications.

Bull's-Eye also designed two website sub-webs to allow prospective attendees to access in-depth information about the conference and register online. Additionally, email marketing was developed and deployed to directly target association members. On-site marketing design support pieces, including banners, sponsorship booklets, guest books, a convention agenda, luncheon programs and name badges are currently in development.

Shop Talk - New Client Added! Bull's-Eye is pleased to welcome TecnoTile to its client roster this winter. TecnoTile is a division of Group Roland, a Suffolk, England based consortium of companies focused on the sales and manufacture of plastic products. Bull's-Eye will be designing and developing a website to introduce the TecnoTile product line to the U.S. market.

In the News - Bull's-Eye principal partner Patrick Carlson has been invited to be a panel judge for the Transportation Sales & Marketing Association's (TSMA) 2007 marketing competition. TSMA's annual competition recognizes the best in marketing strategy, design and development in the transportation industry. The awards presentation event takes place at TSMA's convention in Orlando, Florida.

Bull's-Eye Creative Communications offers companies in technology, manufacturing, and professional services marketing communications that are focused on achieving measurable ROI. 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, SMC3, Perfect-Affinity, CBeyond Communications, Supreme Battery, Aptiris and Building System Design.

For more information, visit www.bullseyecreativecommunications.com
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