

**FOR IMMEDIATE RELEASE**

**IMAGE WORK COMMUNICATIONS ANNOUNCES NEW PRODUCT LAUNCH**

**Woodland Hills, CA, March 8, 2007** – Image Work Communications today announced the official launch of a powerful experiential marketing product they have developed called Immersive Interactive Marketing or I<sup>2</sup>M™. The I<sup>2</sup>M™ division utilizes real world technology tools such as direct mail, email, Internet and text messaging to connect a brand, product or marketing messages with audiences across multiple event marketing initiatives.

“With powerful forms of new media outlets emerging such as MySpace, YouTube, and ARGs (Alternate Reality Games) many companies are looking for new and creative ways to interact and connect their brand, product or message with their audience,” said John Lawrence, President of Image Work Communications. “Branded entertainment, event marketing and experiential marketing are some of hottest growing media segments today.”

After Image Work’s I<sup>2</sup>M™ success at the annual Corporate Event Marketing Association (CEMA) Summit last year, they saw an opportunity to expand their services and develop a product that offered a powerful, creative and new form of interactive media to help their clients. Image Work was commissioned by CEMA to produce an engaging I<sup>2</sup>M™ platform to generate increased interaction between members during the annual summit in Dana Point, CA. Image Work’s customized I<sup>2</sup>M™ strategy, based on the summit’s “Marketing on the Edge” theme, included creative and humorous video installments, data mining, and collaboration with key sponsors such as MTI, Alliance Technology and nTAG for technological partnering and promotional giveaways.

“The 2006 CEMA Summit’s theme, “Marketing on the Edge” was a challenge for us to exploit, but we saw the opportunity to be playful by installing humor into the message while never losing sight of CEMA’s objective of increasing attendee networking,” said Victor Ortado, Producer at Image Work Communications. “We were able to achieve CEMA’s goal and demonstrate how effective I<sup>2</sup>M™ can be for businesses looking to engage their audience in an interactive way and walk away with trackable results.”

They are currently working closely with a client to create a customized I<sup>2</sup>M™ journey for a 2007 tradeshow event.

For more information on I<sup>2</sup>M™, visit [www.imageworkcom.com](http://www.imageworkcom.com)

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About Image Work Communications:

Founded in 1980, Image Work Communications is a leading experiential marketing agency and media production studio in Woodland Hills, CA. Specializing in creative, unique, results for live events, global companies, products, museums, installations, and video & film production.