

For Immediate Release

ABLAZE COMMUNICATIONS MARKS 10TH YEAR ON FIRE

Scotch Plains, NJ – October 3, 2007 – Design firm **Ablaze Communications** of Scotch Plains is marking its 10th anniversary in October with the firm's hottest year, the result of vision, versatility and virtual creativity.

Ablaze provides design and production services comprising a full menu of sales and marketing media, including promotional materials, advertising and newsletters, from concept to delivery. Clients range from Fortune 100 companies to small-business operations, with each receiving the personal attention to detail that principal and owner Jennine Arena considers the foundation of her success.

That success exploded in the last year, as Arena created a virtual incubator of creativity, building a decentralized team of designers, project managers and art directors on whom she calls to custom-tailor marketing solutions for clients based on their needs and business goals. This allows Ablaze Communications to provide versatile high-quality creativity at reasonable prices.

As a result, Ablaze successfully supports such diverse clientele as PSEG, Mack-Cali Realty, Torcon, American United Mortgage, Pfizer Animal Health, Schering-Plough Animal Health, Stryker Orthopaedics, Emergency Medical Associates and the Emmanuel Cancer Foundation.

Arena possesses "I can do it" business savvy equal to her designing creativity. She learned how to build a thriving business by first working at other successful agencies, where she "learned the business of designing," including securing clients and generating revenue. She selected the name Ablaze Communications based on a solid business calculation.

"I wanted a name that was at the beginning of the alphabet, so when companies are listed I'm toward the top," she says. "I also thought it communicated what I want my firm to be creatively. It conveys hot and fast. We provide fast turnaround and sizzling materials."

Those materials have garnered Ablaze several Awards of Distinction from The Communicator Awards, an international program that honors creative excellence as judged by the International Academy of the Visual Arts.

"I enjoy creating something that looks good, looks professional," Arena says. "I'm proud to be a business owner able to generate income for both my clients and my vendors."

Ablaze Communications also takes steps to give back to the community. The firm donates 1 percent of its service income to the Emmanuel Cancer Foundation. In addition, the Ablaze team comprises all women-owned enterprises, reflecting Arena's commitment to support her fellow women entrepreneurs.

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