



News Release:

Contact: Shane R. Stepien, *President*, (315) 342-2554, shane@steponecreative.com

For Immediate Release:

Step One Creative Expands into New Downtown Oswego Offices

OSWEGO, New York (May 22, 2007) - Step One Creative, an Oswego-based advertising and public relations agency has expanded into new offices at 135 West Second Street in Oswego, according to Shane R. Stepien, president of the agency.

The downtown location allows Step One Creative to continue to grow their products and services, while providing greater conveniences and customer service to their clients throughout Oswego County and the Central New York Region.

“Our expansion into our new office is a reflection of our continued client growth and company strategic execution,” Stepien said. “We’re enthusiastic about this new direction, and the convenience the downtown location will provide our clientele.”

“We continue to look at opportunities that will help us to better serve our existing and potential client base,” Stepien added. “And, our expansion into this new creative suite allows us to do just that.”

According to Stepien, their agency renovated the offices in March and April prior to relocating to the new space in early May.

“We wanted to create an office setting that provides our customers with a relaxed and comfortable atmosphere that enhances the creative and strategic process,” said Mark Proud, Creative Director at Step One Creative. “We believe the renovations and office layout take that strongly into account.”

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Established in 1996, Step One Creative offers full-service advertising/PR agency capabilities and branding expertise to organizations and businesses with product and service offerings including: copywriting, advertising development/design, media planning/placement, marketing, public relations, research and brand design. For additional information on Step One Creative please contact (315) 342-2554 or email them at ideas@steponecreative.com.