



News Release:

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Step One Creative Named Agency of Record for Port of Oswego Authority

OSWEGO, New York (February 13, 2008) – The Port of Oswego Authority has named Step One Creative its advertising/public relations agency of record, according to Jonathan Daniels, Executive Director of the Port.

Step One Creative, an Oswego-based marketing communications firm, will provide advertising, public relations, branding, and media planning initiatives to the Port of Oswego Authority. Step One Creative has already begun development on a new logo design and brand identity program for the Port.

“We’re looking forward to working with Step One Creative,” said Daniels. “Their reputation for brand development, as well as their overall advertising and public relations experience will help us to expand our market potential both regionally and globally.”

Shane Stepien, president of Step One Creative, expressed his enthusiasm for the new relationship stating, “Step One Creative welcomes the opportunity to serve as a marketing resource and partner to the Port of Oswego Authority.”

“We’re very enthusiastic about the leadership role and direction the Port is taking in this

region – both as a driver for economic development, and as a strong community advocate,” Stepien added. “We look forward to helping build a greater awareness of these initiatives, and their anticipated expansion into new markets and partnerships around the globe.”

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 visit them online at www.steponecreative.com or call them at (315) 342-2554.

The Port of Oswego is the first U.S. port and first deepwater port on the Great Lakes from the St. Lawrence Seaway and is accessible from virtually any international port in the world. The port was officially commissioned in 1955 but has been a major driver in local and national commerce since the 1800s.

The Port is open 24 hours a day, seven days a week to accommodate vessels from all ports on the Great Lakes and around the world. The port entrance depth is 27 feet, a width of 750 feet, a turning basin of 115 acres, and it has no restrictions on beam length for ships entering the harbor. A U.S. Customs Service office is maintained on site to facilitate the movement of legitimate international cargo by rail, truck and water.

For more information, contact the Port of Oswego Authority at 315-343-4503 or visit www.portoswego.com.