



FOR IMMEDIATE RELEASE

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Sparks is Evolving with the Online and Interactive Worlds

Sparks Event Marketing has a long history of developing innovative and successful experiential campaigns. We are constantly looking for new ways to excite our audiences so that our clients' messages are received loud and clear. At a time when consumers are highly distracted with their busy lives, it is important for us to stay current when it comes to all forms of communication.

We are happy to announce the addition of Mark Brown to Avatar Interactive, Sparks' sister company. With over 20 years experience building and leading cross-cultural organizations, Mark brings a wealth of interactive and web-based business expertise to the company. In his new role as vice president of Avatar, Mark is excited to lend his skills to the experiential world. If there is an appropriate web opportunity, Mark will bring it to the table for our clients to consider.

Mark will offer insight during Sparks brainstorming sessions, with our clients' best interests in mind. He is dedicated to learning more about their needs so that he can meaningfully participate in the development of their business where it makes sense.

His second goal is to improve our reporting systems and metrics so that the important data we collect is relayed to those who need it quickly and efficiently. Mark is also exploring ways our brand ambassadors can stay competitive in the field with new and exciting measurement and data collection tools.

Avatar's new vice president has founded three successful internet start-ups in Asia, each in a different area: a career-based social networking portal; the first pan-Asian broadband/wireless advertising, marketing and sales network; and an interactive/mobile web design and production studio. This wide range of experience will allow Sparks to tap into his vast knowledge as needed. If a demo program could benefit from a social networking tie-in, we have the resources to execute it flawlessly, and the examples go on.

These are exciting times to be in the business of marketing communications and Sparks is excited to take full advantage of every opportunity we can offer our clients.

For more information:

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