



PRESS RELEASE

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Subject: S2Blue's Middle Eastern Partnership

S2Blue, the freshest Audio Branding and Production Company in the UK, have signed an exclusive deal with One Creative in the Middle East.

One Creative has been created by the Radio One Global Network to provide station imaging and commercial production for stations in the Middle East. Radio One Global currently run a number of large stations in the region including Radio One Lebanon, Radio One Syria, the soon to be launched Radio One Cyprus as well as the satellite station Radio One Global.

S2Blue have already produced Audio Branding (sweepers and jingles) for One Creative, as well as a large number of commercials and commercial jingles.

Steve England, who went over to the Lebanon for the official signing ceremony, said "We are delighted to be working with One Creative and look forward to

serving the Middle East with Premium quality productions”.

Simon Prentice, Marketing Manager of S2blue added “The deal with One Creative will allow us to bring the special, cutting edge S2blue sound to an ever growing market in the Middle East. One Creative have a very similar vision to S2blue and I’m sure the relationship between us will be a beneficial one!!!”.

Raymond Gasper, President of Radio One Global, said “We thought for a long time that there was a need to fill a void of quality commercial production in the key Middle East market. We looked for ways to provide commercial voices, Radio Station ID’s and sung commercial jingles. In partnership with S2blue we can deliver a quality product in budget and on time, which will enable us to satisfy the needs of a demanding market”.

Please see attached photo of Steve England and Digby Taylor, head of One Creative, at the official signing ceremony in the Lebanon.

More information and demos can be found at www.s2blue.com or www.one-creative.com

*** For further information or photos please contact Simon Prentice, Marketing Manager – 01528 370 160**