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BLUEMEDIA SEALS PARTNERSHIPS FOR 2007-2008 WITH FIREBIRD RACEWAY, PHOENIX SUNS
Large Format and Vehicle Graphics Firm Eyes Big Name Sports as Key Element to Brand-Building Efforts

Tempe, Ariz. – (July 25, 2007) — Industry-leading environmental and vehicle graphic company, [bluemediia](http://www.bluemediia.com) (www.bluemediia.com) today announced it has secured 2007-2008 partnership agreements to be the preferred signage provider for [Firebird Raceway](#) and the [Phoenix Suns](#). This announcement comes after bluemediia's continued presence in a majority of Arizona's other major [sports venues](#).

"It is important that we strengthen the bluemediia brand in the mind of our audience and both organizations provide a great addition to our current partnerships," said President, [Jared Smith, bluemediia](#). "Our sports marketing initiatives have proven to be very effective in building our brand awareness and supporting the community."

Both venues will help deliver a powerful marketing punch for bluemediia giving the Tempe-based company access to Fortune 500 companies and Valley businesses leaders in attendance during well-known NHRA weekends and packed basketball games. bluemediia will help these venues and their partners gain significant exposure from oversized sponsorship murals, banners and property signage.

"We are delighted to have bluemediia as a partner for the 2007-2008 racing season," said Sandy Moore, sales representative, Firebird Raceway "Our partnership with bluemediia will grow as the season unfolds, and we look forward to gaining local and national recognition for bluemediia's brand."

In addition to Firebird and the Phoenix Suns, bluemediia maintains sponsorship agreements with Arizona State University (Sun Devils Stadium), Arizona Diamondbacks and the Phoenix Coyotes. Many of the games are televised on national and cable sports networks, as well as regional and local broadcasts.

About bluemediia

bluemediia is a leading provider of design and printing for use in vehicle, large format and environmental graphic applications for B-to-B and B-to-C organizations. An internationally recognized, award-winning company with a proven track record in the large-format graphics industry, bluemediia aims to transform the marketing industry through its innovative, customized solutions that overlap across a multitude of mediums. Through its combination of cutting-edge technology, nontraditional approach to ideas and design expertise, bluemediia helps companies get noticed and grow market share through highly relevant communications. Headquartered in Tempe, Ariz., bluemediia's clients include: Coca-Cola, Wells Fargo, Arizona State University and Clear Channel Communications. For more on bluemediia visit www.bluemediia.com.