



PRESS RELEASE

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FOR IMMEDIATE RELEASE:

The Gardens on Catlin Creek Names Momentum Advertising & Design as Advertising Agency of Record

(E. Fishkill, N.Y. June 7, 2005) The Gardens on Catlin Creek has selected Momentum Advertising & Design as its advertising agency of record. Momentum will handle all of Catlin Gardens' marketing, advertising and media buying needs. Located in Slate Hill, The Gardens on Catlin Creek is one of the Hudson Valley's premiere catering facilities, capable of hosting weddings, group meetings or special events for 200+ guests. Nestled on over five acres of award-winning gardens, Catlin Creek is surrounded with picturesque fountains, cascading waterfalls and strolling pathways.



Momentum Advertising & Design will oversee all of Catlin Creek's marketing initiatives, starting with the design of an exquisite brochure that will also contain a Momentum-produced DVD. The DVD will provide potential guests with a year-round visual tour of the grounds so that they can experience the beauty of the Gardens even during the winter months.

"After interviewing several marketing companies, we easily came to the decision to hire Momentum Advertising & Design, said Janet Calnan, Director of Operations." They are innovative, creative, pro-active and professional. Momentum is a fabulous team of experts who I have no doubt will take our business to a new level, continued Ms. Calnan. They have no competition!"

This year's campaign will include a combination of print ads, direct mail and update of the website. Each project will be focused on providing a pictorial tour of the grounds and facilities. There will also be a lot of work done in preparation for the 2006 opening of The Inn at Catlin Gardens, an all-suite hotel designed to accommodate banquet guests or just give area residents a place to get away and enjoy nature in a traditional Victorian setting.

Gardens on Catlin Creek (continued)

“Anyone who hasn’t had the pleasure of being to an event hosted at Catlin Creek is missing out on something very special,” said Steve Mayhew, President of Momentum. “It is unquestionably one of the most beautiful settings in the Hudson Valley and the culinary experience is really sensational. We’re delighted to be working with them.”

For additional information regarding The Gardens at Catlin Creek or to request a brochure, contact the sales office at 845-355-3555.

Momentum Advertising & Design is a full-service advertising agency based in Hopewell Junction specializing in marketing, creative design and media planning. www.momentumadvertising.com