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**LOCAL BUSINESSES AWARDED WITH ASBURY PARK URBAN ENTERPRISE ZONE
MARKETING CONTRACTS**

Two Asbury Park Businesses to Lead Marketing, Public Relations and Video Programs

Asbury Park, NJ (Feb. 9, 2010) –The Asbury Park Urban Enterprise Zone (APUEZ) Program today announced two Asbury Park companies have been awarded contracts for citywide marketing, advertising, public relations and video programs. After careful deliberation, the city of Asbury Park awarded M Studio, LLC, an Asbury Park-based design and marketing firm, with the handling of the program’s advertising, marketing, public relations, and website development and maintenance. Synergy Productions, also based in Asbury Park, has been awarded the video-production portion of the contract.

“The Asbury Park Urban Enterprise Zone is very excited to begin working with these two, city-based companies,” said Tom Gilmour, Asbury Park’s Director of Commerce and Economic Development. “The selection committee and I reviewed a number of proposals and presentations. We feel confident M Studio and Synergy Productions will provide the marketing support needed to effectively promote all the great things happening in our ever-growing city.”

The APUEZ released an RFP in early December 2009. Sixteen companies responded, with five being asked to present before the APUEZ selection committee in early January. From the five companies who presented, M Studio and Synergy Productions were awarded with contracts. The two companies will begin work with the APUEZ starting March 1, 2010.

Founded in 2004, M Studio is led today by owner and creative director Jenna Zilincar. Zilincar is supported by a team of design and marketing professionals, successfully allowing M Studio to meet clients’ graphic design, branding, print collateral, web design, advertising, social media and public relations needs. M Studio provides marketing services to a variety of city-based businesses, as well as nationally recognized brands, including W.R. Vanderschoot, Berliss, Langosta Lounge, Shell Oil and Cate Comerford, AIA.

Under the direction of founder Susan Pellegrini, Synergy Productions has been producing cutting-edge media for fifteen years with an impressive client roster including UMDNJ, Tissue Banks International, NY/NJ Baykeeper and the city of Asbury Park. Synergy’s team consists of a talented array of creative professionals with a wide range of skills allowing them to be in the forefront of today’s technology. Synergy will be spearheading the video marketing plan for the city, including promotional videos, commercials, programming the city’s public access channel and Internet-based programming.

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Both Zilincar and Pellegrini are excited to bring their marketing talents and industry savvy to the APUEZ's programs. For more information on M Studio, please visit www.mdidit.com or call 732-721-0890. To learn more about Synergy Productions, please visit www.synergyproductions.net.

About the Asbury Park Urban Enterprise Zone

The Asbury Park Urban Enterprise Zone provides targeted funding for the city of Asbury Park to create growth and stimulate the local economy. This includes grant funding, micro-loan programs, comprehensive marketing initiatives and more. To learn more about the APUEZ, please visit <http://www.cityofasburypark.com/content/1488/1158/1215/default.aspx>.

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