



For Immediate Release

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CALIFORNIA-BASED INTERACTIVE AGENCY, THE1STMovement, OPENS DENVER LOCATION

Pasadena, CA - March 20, 2008 – AVO Group, an independent, Denver-based, digital marketing agency, announced today that it has merged with Pasadena-based The1stMovement (www.the1stmovement.com), an award-winning, multimedia advertising agency. The company provides world-class digital media for well-known brands including Adobe, E! Online, G4, Gulfstream, Qwest, Rambus, Style Network, Viacom and more.

The1stMovement uses the latest technology to creatively develop multimedia campaigns for the Web, CD/DVD, handheld devices and TV. In 2005, the agency's work for ZeTools Inc. for TV Land received an Emmy® award for outstanding achievement in Interactive TV. Recently, the agency won an FWA (Favourite Websites Award) and several Davey Awards for the online launch of Adobe Acrobat 8 and the Star Trek 2.0 online experience for G4.

Ann Van Orsdel, president and founder of the former AVO Group, says merging with The1stMovement will provide more enhanced technological capabilities for clients, deepen account management and leadership, and offer an additional office location in Denver.

"In addition to a great product, this business is all about relationships and client/agency trust," said Van Orsdel, now managing director and vice president of client services at The1stMovement. "I've had the pleasure of working with Ming Chan, CEO of The1stMovement, for more than five years while we were both in senior positions with other firms. Our respect for each other is immense and we see great potential for our clients by combining efforts."

Both founders bring a critical component to the agency with Van Orsdel's focus on client and account leadership, and Chan's on creative and technical execution.

"At The1stMovement, we not only take great pride in our work, but also our ability to maintain an intimate and open relationship with our clients," said Chan. "Merging with AVO Group allows us to direct our attention to what we do best: use cutting-edge technology creatively to solve problems for our clients."

Van Orsdel will operate the new Denver office and oversee client services. Overall agency operations will continue under Chan's direction at the California headquarters. The agency works directly with clients and also partners with traditional and integrated advertising agencies such as AKQA, Praco Public Relations and Advertising, TBWA/Chiat/Day and others.



Van Orsdel says clients come to The1stMovement because the agency seeks solutions that go beyond the Web and incorporate the most innovative technology available today.

"We are able to bring a creative 'geek factor' to our clients without being overly technical. With our finger on the pulse of what's happening in the Interactive world we are able to provide recommendations and execute on solutions where others fall short," said Van Orsdel. "It's this combined focus on technical and creative knowledge, the ability to execute the work, and an emphasis on client success that's hard to find."

About The1stMovement

A full-service digital agency, with offices in Los Angeles and Denver, The1stMovement uses emerging technology to push the boundaries of digital media to inspiring heights. We thrive on our endless pursuit of new ideas, taking clients on an interactive journey beyond their imaginations deep into the digital frontier where they engage, learn, and play. Can't wait? Run to us – www.the1stmovement.com - and experience what the World's most famous Brands enjoy about us, *innovation with traction*.

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