



Beloved
EXPERIENTIAL

NEWS RELEASE

For Immediate Release

Beloved Marketing Rebrands to Beloved Experiential

ORLANDO, FLORIDA (OCTOBER 25, 2007) — Beloved Marketing Corporation (BMC) announced today that Beloved Marketing, Beloved Staffing and Beloved Productions will be rebranded as Beloved Experiential. BMC will begin operating under in its new brand immediately, allowing one of the nation's leading experiential marketing and event production companies to leverage the related benefits of all three divisions into one strong brand. Tuesday Creative from North Hollywood, CA helped to create the new brand and is in the process of designing an interactive web site for the company at www.belovedxp.com.

Beloved Experiential President/CEO, Wagner says “with Beloved Experiential, we hope to better define our commitment to the experiential marketing methodology. With 90% of our clients being marketing and advertising agencies, it made sense for us to focus our services under one brand that provides tactical solutions for their brand strategies. We want to be their partner, not their competitor.”

Current projects for Beloved Experiential include promotions for the New York Red Bulls soccer team, Spider-Man character appearances for Marvel, Coke Rewards promotions with Live Nation and consumer experience events for Sony PS3™ and NBA '08.

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Beloved Experiential is a national experiential marketing execution agency which provides staffing, event management and logistical solutions for real-life interactions between brands and consumers. Operating since 1996, Beloved is headquartered in Orlando, FL with offices in both Princeton, NJ and Cleveland, OH. Beloved's impressive client roster includes *Live Nation, Red Bull, Marvel*. Visit belovedxp.com for more information.