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A. Bright Idea Lands New Space, Expands Team
Advertising and public relations firm moves to new building and expands marketing, creative and interactive departments

Bel Air, Md. – A. Bright Idea, LLC announces the opening of their new office located at 210 Archer Street. The new building, just next door from their old location, includes three floors, with separate sections for each department, a conference room that seats 10 people and big screen televisions for up-to-the-minute news. The upgrade provides more space for the firm to expand and serve its clients strategic and creative needs better.

Along with the new space came three new staff members. Melissa Mauldin, senior marketing specialist; Katie Mercado, junior marketing specialist; and Devin Emery, graphic designer/illustrator join the advertising and public relations agency bringing fresh, new and innovative ideas from solid experience and diverse backgrounds.

"As our business continues to grow, so do the opportunities to add additional staff," says Anita Brightman. "Our new team members complement our current staff and will help bring fresh ideas to our clients."

Melissa Mauldin joins A. Bright Idea with over six years of professional marketing experience and a degree in business administration from Towson University. Her focus on strong strategy leads to formidable relationships in the field and notable return on investment. Prior to joining A. Bright Idea, Melissa served as the vice president and marketing specialist for SunTrust Bank's Greater Washington-Maryland region.

A. Bright Idea also welcomes the addition of junior marketing specialist, Katie Mercado. Mercado graduated from Towson University with a bachelor's degree in mass communications and a concentration in public relations and advertising. Mercado cemented her skills in advertising, marketing and public relations through internship experiences at Baltimore magazine, Pinnacle Communications Resources Company and Azzam Jordan.

A. Bright Idea's new duo of marketing specialists will serve clients including Baltimore County Savings Bank, Slavia Federal Savings Bank, Chesapeake Urology Associates, Bel Air Center for Addictions, Thompson Mazda, HillSide Lawn Service and Fuel Fund of Maryland, among others. A combination of their unique communication skills will lead to strong, long lasting client relationships – a core value of the firm.



Devin Emery joins the graphics team to assist A. Bright Idea on the U.S. Army Chemical Materials Agency projects with Science Applications International Corporation along with other non-government clients. Emery comes as a graphic designer from Marks, Thomas Architects of Baltimore where he was responsible for creating and executing all visual communication for the firm of 50. Emery is a graduate of Stevenson University, formerly Villa Julie College, where he earned a Bachelor of Arts in visual communications design.

A. Bright Idea also made internal changes, including the promotion of Casey Hawes from illustrator to interactive designer and Kelly Ritson from subcontractor to full-time interactive graphic designer. Hawes and Ritson's talent will now support A. Bright Idea's interactive division in an effort to expand capabilities to suit client needs.

An award-winning advertising and public relations agency based in Bel Air, Md., A. Bright Idea excels at identifying opportunities, generating ideas and executing customized solutions that deliver results for government, commercial and non-profit clients including U.S. Army Chemical Materials Agency, U.S. Army Corps of Engineers, Baltimore County Savings Bank, Chesapeake Urology Associates, Kelly Financial Group, Fuel Fund of Maryland, Hillside Lawn Service, Bel Air Center for Addiction, Orioles Major-League Baseball and Mid-Atlantic Sports Network, among many others.

For more information on A. Bright Idea and its services, visit its Web site at www.abrightideaonline.com or email info@abrightideaonline.com.

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