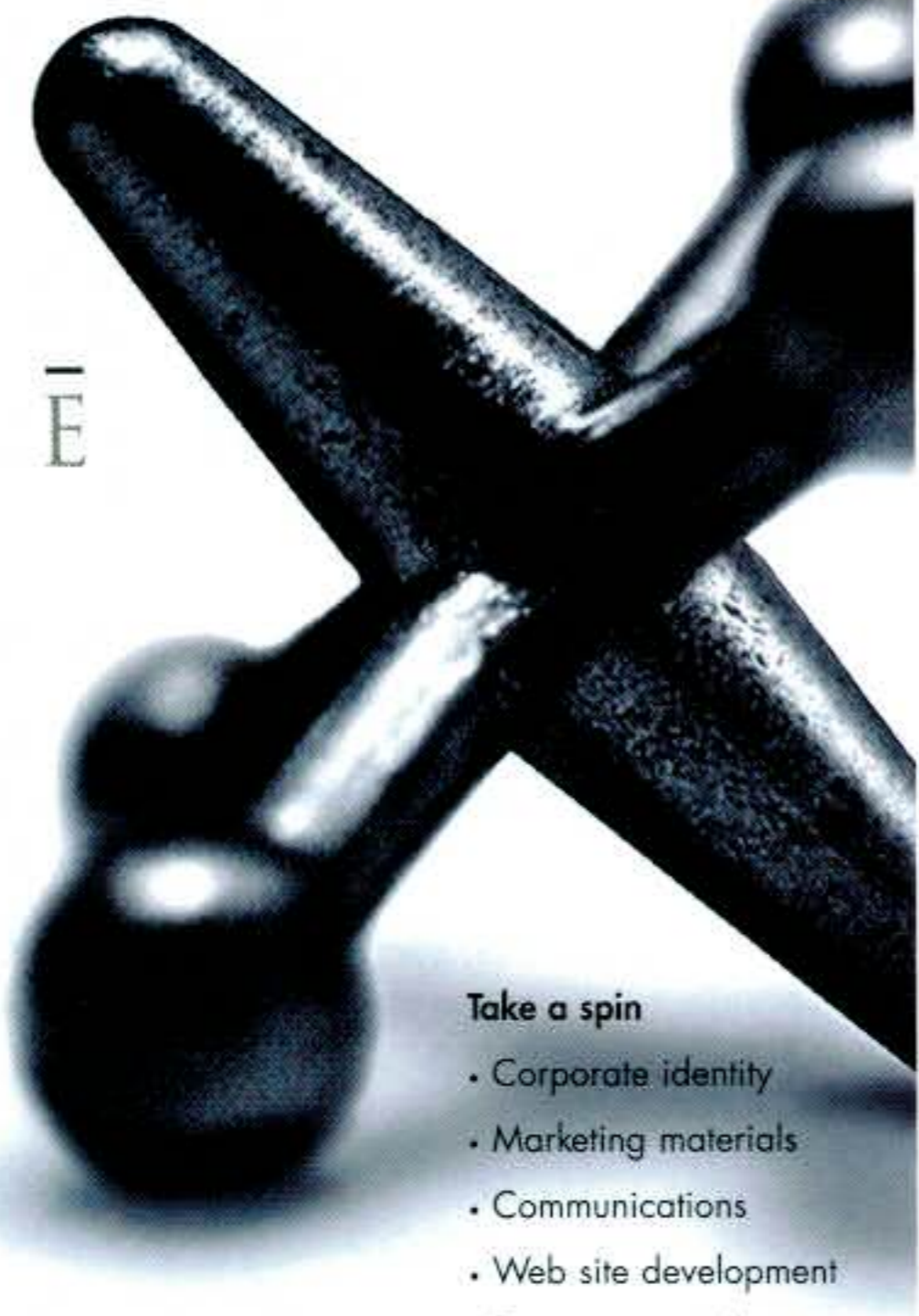


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creative services related to its 2006 "Scoop" promotion with Brigham's Ice Cream. As part of the engagement, FUSEideas has developed a pre-campaign consumer marketing strategy, in addition to a viral online game based on the "Scoop" promotion. ■ Stowe Mountain Resort, a division of American International Group, has retained **Kelliher Samets Volk** to develop advertising and collateral materials for the 2006-07 ski and ride season. ■ **Robotube Games** is playing a new corporate game with its development of **PictoMatch**, a new mobile game created for and provided by Getty Images. PictoMatch, a game reminiscent of the classic Concentration memory card game, is a quick-flip matching game to recall duplicate images to score points, with the skill levels determined by the player's choice of the number of images in each round. ■

>> MID ATLANTIC REGION ■

Incite Creative, Inc., has added some new clients, including: JDL Electric for which the agency created a corporate identity, brochure and Web site; Growler's Restaurant, a Gaithersburg establishment that engaged Incite Creative for corporate identity and Web site projects; Willow Brooks Psychotherapy Services with a new identity, signage and Web site; Roland Park Security Consulting, soon-to-be owner of a new identity, capabilities brochure and Web site; and Salima Siler Marriott, a member of the Maryland House of Delegates who is running for the state Senate. In designing a suite of campaign materials including signage, brochures, direct mail, donor materials and a Web site, the firm is extending itself beyond its core client base of financial, health care and education clients. The Marriott campaign follows a successful completion of "Elect Mary Washington for Delegate" campaign materials. ■ After 19 years of specializing solely in music video and DVD product, **Music Video Distributors** has expanded into CD distribution with the formation of **MVD Audio**. The conglomerate will now be known as the **MVD Entertainment Group**, and will consist of three major divisions: **MVD Visual**, **MVD Audio** and **MVD Distribution**. ■ Furthering its ongoing relationship with Discovery Communications, Inc.,

Concrete Pictures has produced a new on-air brand package for Discovery HD Theater. ■ **Planit**, the Baltimore-based marketing communications agency, announced that it has signed a contract with the Walters Art Museum to create for the internationally recognized institution a fresh new, interactive Web site that will redefine the museum's online presence. ■ **Second Wind** has released two new DVD training sets targeted to advertising agency professionals. ■ **Media Imagery** welcomed several new clients encompassing a wide variety of television, radio and Web projects. Philadelphia's Silverflame Communications selected MI for multiple media projects including a new Web promo, four new television commercials and 12 new radio spots for its client, Prism Career Institute and affiliate, PJA. Atlantic City's Tropicana Casino and Resort returned to MI to complete its regional summer TV and radio campaigns. **David Mickolas** also completed a new special effects TV spot for Wayne, NJ-based Valley National Bank. Baltimore's Chess Communications Group returned to MI to post three new TV spots for Isle of Capri Casino locations in Lake Charles, LA, Bettendorf, IA, and Marquette, IA. Builders League of South Jersey selected MI to produce their new radio campaign. MI also completed a new 30-second television commercial for the Greater Atlantic City Regional Tourism Council. Bensalem, PA-based Zero Water chose MI to produce a 15-minute informational DVD for its patented water-filtration system. Four-Star Entertainment selected MI to produce a multi-camera promotional DVD for best-selling author and motivational speaker, Sally Hogshead, at Mandalay Bay Resort and Casino in Las Vegas while New Life Management of Cherry Hill, NJ, chose MI to complete a promotional DVD presentation for the Woodland Pond Retirement Community in New Paltz, NY. ■ **Ameritech Media** announced a new addition to its portfolio. Ameritech was contracted by PMSLIC, a leading medical professional insurance provider in Central Pennsylvania, to produce their interactive litigation CD, which will include a 30-minute litigation process video. ■ The Masters Circle has selected **CPR Strategic Marketing Communications** to articulate and develop business-to-business public relations, advertising