



Press Release

OVO CREATIVE GROUP NAMES HEAD OF CLIENT SERVICES

Scott Samele to Lead Business Development and Client Relations

PHOENIX, AZ – (June 26, 2007) – OVO Creative Group (www.brandsbyovo.com), a leading naming and branding consultancy, today announced that Scott Samele has joined the growing firm as Director of Client Services. In this role, Samele will manage client relationships and lead the development of new business partnerships.

Samele joins the company with more than 15 years experience in marketing and executive management having helped grow emerging technology companies throughout his proven career.

“Scott brings deep brand management know-how and a wide breadth of marketing experience to OVO,” said Kyle Hildebrant, Principal of OVO. “His involvement will help to make OVO a world-class creative consultancy centered on doing great work for best-of-breed clients.”

Samele has held several marketing and business development positions in Silicon Valley. He started Mavericks Marketing, a marketing consulting company for high-tech start-ups where he consulted on various brand-centric projects, including identity, naming, website design and development, electronic direct mail and integrated marketing campaigns. Prior to that he served as Director of Marketing and Branding for Network Equipment Technologies, (NYSE: NWK) a global telecommunications company. There, he launched a highly successful brand revitalization campaign that centered on a website overhaul, environmental branding, strategic press tours, digital and print advertising, email marketing and integrated trade show activity. Prior to that, Samele was the Director of Marketing for Ubiquity Software, a U.K.-based telecommunications startup, with marketing and operations based in San Jose, Calif. where he was responsible for development and integration of outbound marketing elements, including public



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relations, website, direct mail, advertising, trade shows and events. Samele led Professional Services marketing as Managing Director for Jetstream Communications, a VoIP startup.

Samele earned a B.A. degree in Economics from Fairfield University and an MBA from the University of California, San Diego.

About OVO

OVO is a creative consultancy that specializes in naming, brand identity and strategic design for businesses seeking to launch, grow or reinvent themselves. Recognized for their deep knowledge of brand positioning and a true advisory approach to client service, OVO provides brand identities from concept to execution for clients in a broad range of industries. The company's strategic branding expertise spans all design disciplines from brand identity, to print, packaging, new media and environmental design. OVO's founding philosophy is centered on design as a functional, relevant, compelling and clear cornerstone of serious brands—and ultimately "where brands are born".

For more information, visit: www.brandsbyovo.com

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**Please note high-resolution photographs of Scott Samele are available.*