



ignition Selects Carmel Arts & Design District for New Midwest Office

International Marketing Agency Expands Midwest Outreach to Focus on Locally-Based Clients

CARMEL, Ind.–September 5, 2007– *ignition*, a marketing company known internationally for its work in global marketing production, sampling events, brand activations, and branded tours, has opened a new satellite office in the Carmel Arts & Design District. Based in Atlanta, *ignition* has offices in New York, south Georgia, London, Torino and Beijing. The agency has numerous leading companies in its client portfolio, including Coca-Cola, Delta Airlines, Honda, Nokia, F1, John Deere, Vodafone, Live Earth, Slim Jim and Popular Science.

ignition is the international leader in global marketing programs with notable projects including the Olympic Torch Relay activations for Coca-Cola; the recent FIFA World Cup Trophy Tour, and this summer's Blue Planet Run, an international awareness and fund raising program created and produced by *ignition*. The Carmel office of *ignition* led the very successful sponsorship sales program for the 2007 Run; sports sponsorship acquisition and management will continue to be the primary focus for business development in the Midwest office.

“As a marketing company, we specialize in real world marketing solutions for our clients’ brands,” said Mark “Dill” Driscoll, Chairman and founder of *ignition*. “We firmly believe that nothing will ever replace the importance of face-to-face human interactivity and as clients are working harder to distinguish their brands, our approach has proven to be the most effective way to reach and impact a brand’s audience.”

In addition to global programs, the agency offers targeted services for clients who want a marketing solution ranging from a “quick touch” such as a sampling opportunity, up to a longer-term, strategic creation of a new program that redefines how a brand reaches its target audience. *ignition*’s highly effective programs have been honored with numerous industry awards, including the EX Award, PRO Award and the Reggie.

The Carmel office of *ignition* will be managed by executive vice president, J. Douglas Boles, and senior vice president, John Stewart. Boles opened *ignition*’s Midwest office in February of 2006 in temporary space on the north side of Indianapolis. He brings a wide variety of strategic business experience to the agency, having most recently served as chief operating officer/co-owner of Panther Racing LLC. As a founding partner of Panther Racing, Boles was instrumental in Panther’s success as one of the most winning teams in IRL history and was involved in securing over \$55 million in funding over eight years.

Prior to Panther, Boles worked extensively in Indiana and Indianapolis politics. Boles worked for the Indiana House of Representatives; managed PR for Steve Goldsmith when he was the Marion County Prosecutor and later was Goldsmith’s assistant campaign manager when he ran for Mayor of Indianapolis in 1991. Goldsmith then called upon Boles to serve as his director of governmental and corporate affairs.

Stewart, a Carmel High School graduate, brings more than 18 years experience in sports and entertainment marketing to *ignition* and leads business development for the agency, including a variety of sports and entertainment projects in the agency’s portfolio. Stewart has held executive management positions with the Indy Racing League, Gaylord Entertainment, Warner Bros Records and MP3.com. Before joining *ignition* Stewart was responsible for all sales, partnership services and new business development for the Indy Racing League working directly with sponsors, promotional partners, race teams and broadcast partners.

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ignition is an experiential marketing agency built on a passion for bringing brands to life around the world. The agency works with its corporate partners to create strategically-focused and relevant brand messages that engage, educate and entertain the consumer. Celebrating a decade of producing the most memorable marketing programs, **ignition brings brands to life**. Please visit us on the web at www.ignition-inc.com to learn more about our award-winning marketing programs.