



Press Release

FOR IMMEDIATE RELEASE:

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AVYVE's Brochure Wins American Graphic Design Award

Atlanta, GA – January 2, 2008 - AVYVE, a leading audio visual systems integration company headquartered in Atlanta, Georgia, received the American Graphic Design Award for the design of their company brochure.

The Abovo Group helped design a new brand for BC Group, LLC when they changed their name to AVYVE back in 2006. Abovo created a brochure that stands out from any other within the audio visual industry. "We are honored to have AVYVE's brochure be selected as a winner of over 10,000 entries. Great design is a result of clients who share their creative vision with us," says Jeff Faught, SVP and Brand Architect for Abovo Group.



The American Graphic Design Award is a three decade-old competition that is presented by Graphic Design USA and sponsored by Adobe Systems Incorporated. The award received entries from advertising agencies, graphic design firms, corporate, institutional and publishing in-house departments. It honors outstanding new work of all kinds: print and collateral, advertising and sales promotion, packaging and point-of-purchase, internet and interactive design, broadcast and motion graphics, corporate identity and logos.

About AVYVE:

Established in 1998, AVYVE is a national recognized audio visual system integrator headquartered in Atlanta, Georgia. A team of industry veterans specialize in the integration of a wide range of visual communication solutions for their corporate, medical and higher educational clients, as well as the homes of their leaders. AVYVE's strict focus is on the design, implementation, training and maintenance of their client's systems. Areas of expertise include boardrooms, training facilities, media rooms, videoconference centers and command control environments commercially. Residentially AVYVE provides whole home automated technologies encompassing audio distribution, lighting control, phone systems, as well as home theaters, networking solutions and video surveillance.

About Abovo Group:

Abovo Group, Inc. is a strategic marketing and brand-building firm. Abovo has a reputation of helping clients articulate compelling value propositions, establish unique market positions and deliver brands that enable growth. The firm specializes in launching and re-launching organizations, marketing strategy and brand development, including market positioning, value proposition creation, messaging, brand visualization, go-to-market planning and execution with quantifiable results.