

For Immediate Release

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Contact: Barry Martin, President
Creative Energies Unlimited, Inc.
Ph: 804.264.3067
Fax: 804.264.0146
E-mail: barry@theideacenter.com
Web: www.theideacenter.com

Game On Creative Energies Fields a Dream Team to Introduce a New Software Product.

(Richmond, VA) Creative Energies Unlimited (CEU) is going deep to create an identity and a direct marketing campaign targeting College coaches for Game On software.

Game On recruiting software was created by Julie Lewis, a process and performance management expert, for a friend who is a Division I college coach. The software makes it easy for a coach to keep track of the contacts and discussions that team representatives have with a player.

Since its debut, Game On software has been in high demand, passed along coach-to-coach through word-of-mouth.

"Coaches love this thing," says Ms. Lewis. "Once they start using it, they realize how much simpler it will make their lives. What started as a favor to a friend has really begun to take on a life of its own. Creative Energies did some great work for my performance management company, and the fit was a natural for Game On! We have a really good synergy."

"Our art director, Eric, and I are both fanatic about sports. So we're really excited about the project. And it's always fun to launch a new product anyway. Combine a few of the things we're passionate about, a great client relationship, a cool product and cutting-edge ideas, and we're a dream team for a company," says Barry Martin, President and Creative Director of CEU.

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About CEU: Creative Energies Unlimited is a full-service advertising and marketing agency specializing in developing "the big idea." This is the agency's ninth year in business. To learn more about Creative Energies Unlimited, please contact Barry Martin 877.264.3067, or email: barry@ceuinc.com.

Game On Julie Lewis can be reached by email: jlewis@gameonsystems.com. Or by phone : 804.545.2833.