

FOR IMMEDIATE RELEASE

**Columbus Agency Celebrates Legacy with New Web Site
Baker Creative Launches www.baker-creative.com**

Columbus, Ohio, May 16, 2006 – Columbus marketing communications firm Baker Creative announced today its new Web site, www.baker-creative.com.

The site features samples of work, client listing, company philosophy, a news section where guests can sign up to receive the company newsletter and a secure, client-only area.

“We are excited to share our new Web site address with the Columbus market,” said Michele Baker, Creative Director at Baker Creative. “For 16 years I’ve enjoyed successful relationships with local, regional and national clients in the consumer and business-to-business arenas. Our new Web site reflects our approach to telling visually compelling stories and demonstrates our commitment to helping clients build their businesses by enhancing the power and ROI of their brands.”

The client-only area of the site is part of Baker Creative’s paperless work environment.

“For clients interested in using the system, they can conduct business online from creative brief to timeline and budget approval and from creative review and editing to final approval,” Baker said. “In addition to one-on-one meetings and phone conversations, we find this to be an efficient way for us to arrive at great creative for busy clients.”

The firm also uses its paperless system for time-capture, project management and billing.

About Baker Creative

Baker Creative brings 16 years of marketing communications and management to the Columbus market, providing advertising, public relations and Web-based solutions to a variety of consumer and business-to-business clients nationally. For more information and samples of work, visit www.baker-creative.com.

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