



For Immediate Release

Contact : Andrew Bittman, Vision Creative Group

Phone 973.984.3454

Email: [abittman@visioncreativegroup.com](mailto:abittman@visioncreativegroup.com)

**Vision and Casio are creating cutting edge retail commercials**

April 2006 - Cedar Knolls, NJ – Vision Creative Group, Inc., is proud to announce the launch of new, in-store commercials for Casio Exilim® digital cameras. The commercials, which are strategically placed in-store at the point of purchase, are used to promote the features and benefits of Exilim® digital cameras. This type of targeted advertising helps drive traffic to the digital camera section, educates consumers and helps encourage purchase. National retail locations such as Circuit City and Comp USA, will continue to carry the ads, as the first installment of commercials were wildly successful given that many consumers tend to make their purchase decisions at shelf in this category.

Andrew Bittman, President of Vision Creative Group said: “We are very excited about the latest round of in-store commercials for Exilim digital cameras. Vision has enjoyed a growing relationship with Casio, and this latest initiative has allowed us to work on another exciting project in the competitive consumer electronics industry.” A third installment of commercials is set to run in the Fall of 2006.

Vision Creative Group, a Traditional Advertising and Interactive Agency, offers a wide range of creative, marketing and online services to national and international consumer product and business-to-business companies. Formed in 1987 and located in Cedar Knolls, NJ, Vision was ranked as the number 26 Advertising Agency in New Jersey by *njbiz* in their 2005-2006 Book of Lists.