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**SGW Integrated Marketing Communications Named
Agency of Record by Camelback Mountain Resort**

*—Largest Ski Resort and Water Park in the Pocono Mountains Retains SGW for Full
IMC Program —*

MONTVILLE, NJ (July 2008) – SGW Integrated Marketing Communications has been named agency of record by Camelback Mountain Resort, the Pocono Mountains’ largest ski resort and water park. Camelback selected SGW over several agencies after an extensive review process because of SGW’s unique approach and ability to offer all marketing services in-house. Experience in the tourism and resort markets was also a factor in SGW being awarded the account.

“Camelback Mountain Resort has searched long and hard to identify a strategic partner with the talent and experience to assist in the branding of the resort in preparation for the next phase of our growth,” said Charles Blier, Executive Vice President, General Manager, Camelback Mountain Resort. “We have found such a partner in SGW.”

SGW will work with Camelback to increase the resort’s brand awareness. The integrated marketing communications firm will conduct research, redesign Camelback’s two web sites, develop a new advertising campaign and collateral, and expand its public relations initiative. Marketing efforts will also strongly focus on the new Camelback Mountain Resort Water Park hotel which is scheduled to open in 2010.

“Camelback has been long recognized as the premier resort in the Pocono Mountains,” said Frank Giarratano, Chief Operating Officer, Partner, SGW. “We look forward to working with Camelback to develop an integrated marketing communications program that will convey the beauty, comfort, and fun of the resort.”

Opened in December 1963, Camelback Ski Area is comprised of 160 acres of skiing and snowboarding terrain, with a total of 33 slopes. Camelback also has two Halfpipes, and is the only resort in the Pocono Mountains to offer both a beginner and advanced Halfpipes. The resort also features a water park, CamelBeach, that is open during the summer and has the most waterslides in Pennsylvania – 30 slides – as well as the FlowRider, the ultimate surfing ride. The parks newest attraction, Pharaoh's Phortress – a four-story, multifeatured water fort – opened for Fourth of July 2008.

About SGW

SGW is a full-service Integrated Marketing Communications firm with in-house expertise in research; creative design; Web site design, development, and hosting; online promotion; public relations; media planning; and video and multi-media production. All of our groups either work independently with clients or as part of one agency of record team.

For more information, visit www.sgw.com.