



News Release

March 18th, 2010

For Immediate Release

Aspen Springs Capital Group Hires New Wave Media

New Wave Media to develop marketing strategies for Calgary based Real Estate Company

Calgary, Alberta (March 18th, 2010) - New Wave Media Vice President Jonathan Molina announced today that the Agency has been hired by Aspen Springs Capital Group Inc. to develop strategic branding, communications, and social media strategies for the Calgary based real estate company. "We worked with New Wave Media in the summer of 2009, they did an excellent job on our print campaign" commented Bill Sander, President of Aspen Springs Capital Group, "Our company needs a new image; we need to stand out and make an impression with our brand. We are excited to be working with New Wave Media again, and we are even more excited to see the results of the work" he concluded. The six month campaign which begins April 1st, 2010 will see New Wave Media developing a new brand, corporate identity, and CMS website along with many other marketing initiatives for Aspen Springs Capital Group.

About Aspen Springs Capital:

Aspen strives to develop the most effective investment strategy for its investors. Aspen, and its strategic advisors, have completed numerous projects for its investors, from land development projects, single and multi- family construction, condo conversions and recreational property development.

About New Wave Media:

New Wave Media is an integrated marketing & communications agency dedicated to unleashing the possibilities of what powerful strategic marketing can do for its clients. Our passionate approach to your branding needs will ensure that you generate consistent and effective awareness that drives use of your services among target audiences. Our philosophy is to use our industry expertise, experience, unique skills, objectivity and our belief in a partnership with our clients, to produce results strategies that will persuade your customers to stand up, take notice and, most importantly, act.

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