



News Release

March 30th, 2010

For Immediate Release

Alberta Safety and Environment Services hires New Wave Media

New Wave Media to develop branding strategies for ASE Services

Calgary, Alberta – (March 30th, 2010) New Wave Media Vice President Jonathan Molina announced today that the Agency has been hired by Alberta Safety and Environment Services Ltd. to develop branding strategies for the Calgary and Lethbridge, Alberta based company. “Our current branding reflects what our company was a few years ago – a small business just starting out. We created everything ourselves so that we could focus our financial resources towards the rest of our business.” commented Tara Viccars, Co-Owner of ASE Services, “We expect that our new branding and marketing initiatives will reach new clients and allow us to compete more effectively with the larger companies in our industry. We chose New Wave Media because they were able to answer the many questions we threw at them. We felt they would offer us more personal attention than the other marketing companies we researched.” she concluded. The five month campaign which begins April 1st, 2010 will see New Wave Media developing a new brand, marketing material and a CMS website for ASE Services.

About ASE Services

ASE Services is a friendly, knowledgeable, and results oriented company dedicated to client satisfaction. They specialize in helping their clients identify their needs and in addressing their hazardous materials concerns. With over 20 years of personal experience in safety, environmental, and hazardous materials services, ASE Services can provide you with the expertise you need at a price you can afford. Their clientele include educational facilities, property management companies, municipalities, real estate agencies, oil and gas companies, and residential properties.

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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Contact: Jonathan Molina

Contact Phone: (403) 980-5847

Contact Email: jonathan@new-wavemedia.com