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SPARK MAGAZINE ACQUIRES ANNUAL 3TV WOMEN'S EXPO
KTVK-TV to Remain as Presenting Sponsor

TEMPE, Ariz. (December 17, 2007) – SPARK Magazine, an award-winning publication produced by Spark Design, one of Arizona's top branding and marketing communications firms, has announced that it has recently acquired the annual 3TV Women's Expo from KTVK-TV. The Women's Expo (www.WomensExpoAZ.com) has been named as one of the top-five consumer events in Arizona and is one of the largest events held each year in the metro-Phoenix area. SPARK has assumed the role of promoting, selling, producing and marketing the event. KTVK-TV will continue to have a major presence with its popular on-air talent.

"The Women's Expo is such a well-known event in Arizona, and SPARK is very excited about building on the great success that the Expo has been in the past to make the 2008 event better than ever before," said Vince Adam, SPARK's owner and principle. "With KTVK's continued involvement and talent, this year's Expo is bound to be one of the most anticipated events of the year."

Exhibitor information and booth space for the 2008 Expo are now available. Those interested should contact Dana Olivas, sales and operations director, at 480.682.6704 or at dana@sparkmagazine.com.

The 16th Annual 3TV Women's Expo is slated for April 19th and 20th at the University of Phoenix Stadium in Glendale, Ariz. In past years, the Expo has featured shopping, makeovers, food sampling and special guest celebrity speakers. For the 2008 show, SPARK will be introducing elements designed to expand the attendance demographic.

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Spark Design is one of the foremost branding and marketing communications firms in Arizona. Based in Tempe, Ariz., with a second office located in Miami, Florida, Spark provides marketing communications services to local, regional, national and international clients, including marketing and media strategy, creative design, electronic design, promotional and event planning and support, public relations and more. Spark also writes and produces SPARK Magazine, which focuses on Arizona State University student-athletes and student life. For more information on Spark Design, please visit www.sparkdesign.com. For more information on SPARK Magazine or the Women's Expo, please visit www.sparkmagazine.com.

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