

For Immediate Release

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Brand Iron adds Denver Athletic Club, Gioia Gaming Systems and Columbine Label Company to Client List

DENVER (August 27, 2008) - Brand Iron, a Denver-based branding and marketing agency, has added two clients to its agency roster -- Gioia Gaming Systems and Columbine Label Company – and has renewed a relationship with a former client, The Denver Athletic Club. Brand Iron will support all three clients with extensive brand building and marketing implementation, designed to increase awareness, improve market share and drive revenue.

Brand Iron and The Denver Athletic Club are renewing a marketing relationship that existed for five years from 2003 to 2007. The Denver Athletic Club is one of the oldest and most prestigious private clubs in the United States. Founded in 1884, The DAC is a historical landmark in the heart of the city, adjacent to the Denver Convention Center and the Denver Center for the Performing Arts.

Gioia Gaming Systems is a Denver-based company focusing on technology development that supports the online poker industry. The company's products are designed to enhance the overall experience of the online gamer by ensuring the fairness and integrity of online and electronic gaming. Brand Iron's work with Gioia will include both national and international marketing efforts to create awareness of the company's patented technology.

Columbine Label Company is a Colorado-based manufacturer of high quality custom printed labels and flexible packaging. The company, located in Centennial and founded in 1988, offers a wide array of capabilities from labels to packaging to graphic design. Much of the company's work is in the food and beverage, industrial and consumer goods, and nutraceutical and dietary supplements industries.

"We are excited to help these companies with the strategic branding and marketing implementation," said Michael Doyle, Brand Iron president. "Our efforts will be designed to help them increase market share, drive revenue and help them achieve their business goals and objectives."

Brand Iron is a leading branding and marketing firm in the Rocky Mountain region. Applying its three-phase, seven-step proprietary system of "Forging Brands, Driving Revenue®," Brand Iron

helps companies build business and improve bottom line results. Brand Iron strengthens marketplace position by analyzing and improving the sales, marketing and operations process holistically. Additional information can be found at www.brandiron.net.

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