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CONTEXT MG

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CONTEXT MG MOVES CORPORATE OFFICE TO GRAND RAPIDS

Advanced marketing strategies and promotions firm brings “new look” measurable solutions and jobs to West Michigan business community

GRAND RAPIDS, Mich. – January 5, 2008 – Context MG, Inc. (Context), formerly Fiaba Creative, has announced that it is moving its corporate headquarters from Saugatuck, MI to Grand Rapids on January 15, 2009. The move brings with it several new professional marketing positions and a new look at measurable marketing solutions for Context’s growing list of local, national, and international clientele.

Brian Steketee and David Greiner established Context in December 2007 and combined their more than 20 years of industry experience working in Chicago and Washington, DC to introduce a 360-degree marketing communications model utilizing customer relationship management systems driven by traditional and non-traditional creative planning and promotions solutions to drive awareness, generate leads, and qualify and manage sales activities for their clients.

Steketee, formerly on the executive team heading up innovation for Chicago-based Relay Worldwide – a Leo Burnett, Publicis Groupe Affiliate, and Greiner, founder of Fiaba Creative, have extensive backgrounds in marketing and promotions development and execution, working with global clients including Discovery Communications, SAF Holland, US Army, Astra Zeneca, AT&T, Anheuser Busch, Toyota, Kashi, Beam Global Spirits and Wine, and Coca Cola.

“David and I are very excited to bring Context to Grand Rapids,” said Steketee. “My family has a strong tradition in the Grand Rapids business community dating back to our retail days with Steketee’s Department Stores, and we plan to build on that legacy by bringing our unique business and marketing solutions to help build the growing Grand Rapids community.”

Context is working closely with Fulton Innovation, LLC (Fulton) , an Amway Inc. company. Fulton is the developer and exclusive licensor of eCoupled™ intelligent wireless power technology (www.ecoupled.com), which debuted in 2007 at the Consumer Electronics Show (CES) in Las Vegas and is leading the charge in the evolution of power delivery worldwide.

“Fulton Innovation has been working with the team at Context MG for several years now,” said Dave Baarman, Director of Advanced Technologies for Fulton Innovation. “We’re very excited about their coming to Grand Rapids. Their unique approach to strategic planning, marketing, and promotions has been a big part of our global success.”

About Context MG

Context MG is a full-service strategic marketing and promotions company. Context exists to revolutionize the way businesses go to market and communicate in the media-saturated global arena and is committed to creating business opportunities, well thought out partnerships, and communication and business solutions that increase awareness, market share, and profitability for its growing list of clients, partners, and employees, as well as the communities they serve.

For more information, please visit contextmg.com.