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BLAZE ADDS ICONIC ‘HOTEL OF THE STARS’ TO CLIENT ROSTER

LOS ANGELES (November 30, 2007) – BLAZE, the nationally recognized PR firm that attracts compelling and aggressive consumer brands, today announced the addition of the historic **Sheraton Universal** to its client roster.

“BLAZE continues to create campaigns that help our clients claim or reclaim relevance in the marketplace,” said Craig Rexroad, president at BLAZE.

Blaze has been hired to relaunch the iconic Sheraton Universal, the “Hotel of the Stars,” which is undergoing a more than \$30 million renovation to include all guest rooms and public space. Opened in 1969 and celebrating its 40th anniversary in 2009, the hotel is located in Universal City and adjacent to Universal Studios and Universal CityWalk. The property has hosted hundreds of film, television and music entertainers since its opening, including Michael Jackson, Gladys Knight, Tom Hanks, John Travolta, Dolly Parton, Sophia Loren, Ava Gardner and Matthew McConaughey, just to name a few. Once complete in mid-2008, the property will offer 453 guest rooms, 30,000 square feet of indoor and outdoor meeting space, California’s restaurant and two bars, as well Sheraton’s newest offerings, including its Belong initiatives, Club Lounge, Scene Sheraton, Sheraton Guest Gallery and Yahoo!Link@Sheraton.

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