

NEWS

Allen Consulting, Inc.

NEWS

89 Middletown Road, Holmdel, NJ 07733

Phone 732.946.2711 Fax 732.946.8032

www.allenconsulting.com

For Immediate Release:

April 16, 2007

Media Contact: Margaret Morgan

acpr@allenconsulting.com 732-946-2711

SHAMROCK COMMUNICATIONS WINS SILVER AT 2007 ASTRA AWARDS

Atlantic Highlands, NJAt the prestigious 2007 ASTRA Awards presented by the NJ CAMA (Communications, Advertising & Marketing Association), Shamrock Communications, Atlantic Highlands, won honors with the Silver Award in Cable Television Advertising. The spot "My Pain," produced in connection with the Red Flannel Group for Shore Memorial Hospital, was part of a campaign that focused on the hospital's Neuroscience Center, one of the four "Centers of Excellence" at Shore Memorial.

Shamrock, a television programming, production and promotion company, joined forces with the Red Flannel Group, a marketing communications firm, to produce a series of television commercials for Shore Memorial Hospital featuring the hospital's Neuroscience, Maternity, Cancer and Cardiovascular Centers.

The commercials were shot on location throughout New Jersey and in Shamrock's Atlantic Highlands studio. Red Flannel provided the creative concepts, while Shamrock implemented the production process, including casting, shooting, editing, voice-over and music selection.

In commenting on the receipt of the Silver Award, Red Flannel President Bob Flanagan says, "Shamrock brought our storyboard concepts to life. Their expertise and skill exceeded our expectations and made our campaign a tremendous success. The ASTRA Award is a direct result of their contribution." The ASTRA Awards are considered one of the most prestigious communications honors in the New Jersey and Eastern Pennsylvania community.

- more -

**Shamrock Wins Silver
Add One/April 16, 2007**

Shamrock's production team is led by Emmy award-winning broadcaster Pat Scanlon who has spent more than 25 years in television broadcasting and production. The company, founded in 1996 by Scanlon, assists corporate clients and advertising agencies in delivering messages through video, particularly in the production of television shows, commercials, corporate videos and Broadband internet applications. Shamrock also produces preseason football telecasts for the NFL New York Giants. These High Definition broadcasts are seen on WNBC-TV and the NFL Network.

Shamrock is on the cutting edge of video production offering non-linear, High Definition Editing, a system that is fully integrated into Shamrock's in-house network, digital online editing, studio stage, and all aspects of post production, with end user formats such as CD, DVD, e-mail newsletters, podcasts, webcasts, streaming videos and power point video presentations.

###