



Crush Creative Produces Graphics For Major League Baseball's 2007 All Star Game

Crush Creative partners with Major League Baseball as the primary provider of outdoor graphics for AT&T Ballpark, the San Francisco International Airport and other major attractions throughout the city.

For Immediate Release

BURBANK, Calif./EWORLDWIRE/Aug. 7, 2007 --- Crush Creative, a Southern California-based visual communications agency, was the primary choice when it came time for Major League Baseball to outfit its 78th mid-season exhibition between the all-stars of the American League and the National League. Crush Creative was chosen due to the company's extensive expertise in the production and installation of stadium graphics for clients such as the Los Angeles Angels of Anaheim, San Diego Padres, San Diego Chargers, San Francisco Giants and the Philadelphia Eagles.

The event called for the complete and total re-branding of the AT&T Stadium every day during a three-day run of different events including FanFest, the Homerun Derby and the actual All-Star Game, which took place on Tuesday, July 10, 2007. This meant removing all signage from the previous day to create a brand new look and feel for the following day.

Crush was also responsible for producing a wide array of city decor throughout San Francisco to help promote the event. Two 40-foot banners adorned the clock tower at the historic Ferry building while all its windows were covered with window perf. Sidewalk graphics were key players in this year's visual gamut as a 10-foot sidewalk graphic ran from Union Square to the ballpark, and 160 four-foot by four-foot sidewalk graphics ran from the Embarcadero to the ballpark, covering a three mile stretch.

Located behind the ballpark was an empty garage on Pier 48, which was used to display ten 10x10-foot wall graphics that were viewable from the inside of the venue. Also in clear view were 10 large sail graphics on sailboats in the adjacent marina and 30 wrapped kayaks that circled the ballpark on the water during the games.

Fans were both welcomed and given a nice farewell with more Crush graphics as they strolled through the San Francisco International Airport. Terminals 1 and 3 exhibited several adhesive vinyl covered pillars, while window graphics were applied around baggage claim entrances.

The artwork, created by local artist Michael Schwab, was produced at Crush Creative on a variety of materials including frontlit vinyl, adhesive back vinyl, mesh and window perf.

The biggest challenge for the project was the time constraint. With at least three different installs on the same day at different locations, precise coordination was necessary to ensure deadlines were met. With extensive experience in stadium graphics, including last year's World Baseball Classic, and professional expertise in all phases of installation, Crush exemplified flawless execution.

Crush Creative is a member of the Merisel group of graphics companies and has been a major supporter of the creative community for more than forty years. Producing the finest in visual communications, Crush is one of the largest digital imaging, creative services and finishing companies in the Los Angeles area.

Merisel is a leading supplier of graphic image arts in the United States with offices in New York, Chicago and Los Angeles. Merisel's mission is to provide Graphic Solutions - Designed to fit your image. This is achieved through four wholly owned companies - Color Edge Art, Color Edge Visual, Comp24 and Crush Creative. Learn more online at '<http://www.crushcreative.com>'.

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CONTACT:

Barry Polan

Crush Creative

1919 Empire Avenue

Burbank, CA 91504

PHONE. 818-842-1121, ext.3015

FAX. 818-562-1063

EMAIL: barry.polan@crushcreative.com

<http://www.crushcreative.com>

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