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## **BLAZE SECURES ADDITIONAL VICTORIES WITH TWO NEW CLIENTS**

***Shell Vacations Hospitality and Dolce International are the Latest Additions to Growing Public Relations Agency***

**LOS ANGELES - (May 23, 2008)** – BLAZE, the nationally recognized PR firm that attracts compelling and aggressive consumer brands that need to win, today announced the addition of two new accounts resulting in 48 new hotel and resort properties to its growing client roster. BLAZE continues to attract optimal clients, with the addition of its newest clients **Shell Vacations Hospitality** and **Dolce International**.

Shell Vacations is a premier hospitality organization that offers a collection of 22 one-of-a-kind resorts in popular vacation destinations throughout the United States and Canada including Whistler, California, Arizona and Hawaii. Dolce International is a global hospitality organization specializing in the meetings experience for its customers. The company offers 26 uniquely designed and outfitted properties in the United States, Canada and Europe, such as the historic Dolce Hayes Mansion in Northern California, the alpine village of Utah's Zermatt Resort & Spa, the new Dolce Valley Forge adjacent to one of America's most upscale shopping malls and the Michelin-star cuisine of France's Dolce Chantilly.

"We are constantly looking to grow our business and strengthen our brand," says Chairman and Managing Director Andy Dolce of Dolce International. "We believe that BLAZE can help us achieve our goals and objectives."

"We hired BLAZE to handle our public relations because of their track record for success and ability to help strategically position companies for growth," adds Karen Johnson, senior vice-president at Shell Vacations.

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“Our comprehensive strategic communications campaigns truly differentiate and elevate our clients from their competitors which is why we are able to exceed our clients’ expectations when it comes to positioning them to their audiences and attracting positive attention from both consumers and the media,” states Craig Rexroad, president at BLAZE. “The advantage we give our clients shows up in their increased success.”

Shell Vacations and Dolce International join BLAZE current clients, including 7-Eleven® stores, Veroli Foods, The Oaks at Ojai, Sheraton Universal, Le Merigot, a JW Marriott Beach Hotel and Spa, Snowcreek Resort, Troy Adams Design, Westin Casuarina Grand Cayman and Westin St. Maarten, among others.

BLAZE is owned by parent company DAVIES Communications and together with DAVIES offers a powerful combination of public affairs and public relations for clients across the United States, as well as international clients targeting U.S. audiences. DAVIES, which has offices in Santa Barbara, Sacramento, Washington D.C. and Los Angeles, is a nationally recognized strategic communications firm with a strong public affairs expertise. Combined, the firms have more than 40 professionals, and are highly ranked by *O’Dwyers* and *PR Week*.

**About Shell Vacations Hospitality:** Shell Vacations Hospitality offers a collection of 23 one-of-a-kind resorts in popular vacation destinations throughout the United States and Canada including Whistler, California, Arizona and Hawaii. Over the years they have become known for their friendly service, superior locations and home-away-from-home amenities. Designed to accommodate family vacations, romantic getaways, retreats, reunions and business trips, Shell Vacations provides the best value, quality and choice for travelers seeking an extraordinary experience. Spacious one- to three-room accommodations such as private villas, stylish suites and upscale condos offer home comforts including fireplaces, full kitchens and private patios. Shell Vacations Hospitality is a subsidiary of Shell Vacations LLC, a premier developer of upscale vacation ownership resorts. For more information, please visit [www.ShellHospitality.com](http://www.ShellHospitality.com).

**About Dolce International:** Dolce International is a global hospitality company specializing in delivering an elevated meetings experience for its guest. Established in 1981, the company has a portfolio of 26 unique properties in the United States, Canada and Europe, including France, Germany, Belgium and Spain. All Dolce properties meet the high standards of the International Association of Conference Centers (IACC), have superior food and beverage offerings, offer the personalized service of dedicated catering and conference planners, and vary in design and style offering everything from a contemporary conference

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center, to an authentic alpine village, a historic mansion to a modern Spanish seaside resort. In addition to its meetings and conference specialty, Dolce International properties are perfectly suited for leisure and individual business travelers and a variety of social events, with many properties offering amenities such as renowned spas, championship golf courses, swimming pools, tennis courts, workout facilities and even Michelin-starred dining. Headquartered in Montvale, New Jersey and Paris, France, the management company is majority-owned by Broadreach Capital Partners and has approximately 4,000 employees. For more information, visit [www.dolce.com](http://www.dolce.com).

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