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IMAGING PLACES. WE WROTE THE BOOK.



September 18, 2014 - Newport Beach, CA — InterCommunications® has spent the past 30 years traveling throughout 25 countries across five continents to tell meaningful brand stories that engage and endure. And that's a story in and of itself, which is why the marketing firm is publishing a beautiful, hardbound retrospective commemorating its three decades of transforming land to brand. Showcasing leisure and lifestyle projects of every type, 30 Years of Imaging Places® 1984-2014 is validation of InterCom's artful merging of imagery and prose into relevant brand narratives that resonate. The firm, based in Newport Beach, California, is a marketing think tank of writers, designers, strategists, technologists and psychographic experts behind some of the world's leading destination brands.

"While we've branded companies and products over the decades, we've definitely had the most fun putting new destinations on the map," said Toni Alexander, President and Creative Director of InterCommunicationsInc. "This book is a collection of some of our favorites, which illustrates our talent of Imaging Places® and our passion for storytelling. No matter the medium or the market, every single place we've ever branded had a unique story to tell—a story our team beautifully brought to life."

30 Years of Imaging Places® 1984-2014 is dedicated to Toni Alexander's late husband, Bill

Strateman, who played a pivotal role at the agency from 1990 to 2012. Each valued client of InterCom® will receive a complimentary copy. For those interested in purchasing the book, it will be available for \$100 with a portion of the proceeds benefiting the ALS Association.

“The book is a testament to the hard work and dedication of our talented teams of writers and art directors,” Toni Alexander continued, “as well as InterCom’s network of associates who’ve contributed their invaluable expertise to our success. Of course, I thank our clients for having the confidence to allow us to do what we do best—craft unforgettable stories—and collaborate with us along the way. Together we’ve done some remarkable work. I have no doubt the best stories are yet to be told.”

InterCommunicationsInc® is a full-service branding, marketing and communications company with 30 years of experience in the leisure, lifestyle, and real estate industries, including primary homes, second homes in resort communities, hospitality developments, retail centers and mixed-use business centers. For information, please contact Toni Alexander at (949) 644-7520 or visit www.intercommunications.com.