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Ascend Integrated Media Produces 2010 Miss USA® and 2010 Miss Teen USA® Pageant Event Program Guides

Overland Park, KS - July 2010 — Ascend Integrated Media has been known as the go-to media company for event-related print products for 28 years. Much of the company's work has been created in partnership with associations. However, Ascend Integrated Media's latest custom content project took a glamorous turn when the company partnered with The Miss Universe Organization. Ascend made a total content and production commitment within the glossy world of entertainment events, working with one of the most prestigious events in the world, the Miss USA® Pageant. The Miss Universe Organization, owners of the Miss USA® and Miss Teen USA® Pageant, was looking for a custom publishing company with an established track record that could produce an extremely high gloss 100-page show program with a related poster for both Miss USA® and Miss Teen USA®.

According to Ascend CEO Cam Bishop, "we were thrilled to work with The Miss Universe Organization on the 2010 Miss USA® and Miss Teen USA® Pageant show programs. It was a great opportunity to showcase our team's talent and full potential. The project required designing, laying out and producing a premier 100-page, fashion-oriented publication with an avant-garde layout."

Maintaining ongoing communication with the client was highly important to the Miss Universe Organization. Ascend's team prides themselves on their ability to not only evaluate the needs of the client but also to communicate through every phase of the project. We believe this abundance of communication results in a finished project that exceeds the expectations of the client and engages the audience it was created for.

About Ascend Integrated Media - Ascend Integrated Media is a custom content company, established in 1982 in Overland Park, Kansas. Ascend Integrated Media is uniquely positioned to work with companies to develop and produce brand-enhancing communications products. The company engages on behalf of the client to create and manage print and digital content associated with marketing, branding and social media initiatives. Ascend's suite of fully integrated products and services include print and digital magazines, newspapers, newsletters, membership directories, product buyers' guides, exhibit guides and maps, hotel door drop services, healthcare study guides, patient care information, event-related websites, smartphone and tablet device application development, as well as social media account management and targeted text and text couponing services. To learn more, visit www.ascendintegratedmedia.com.