



DefinedLogic Receives Gold JASPER for Website Design

Holmdel, N.J., Oct. 5, 2007 – The Jersey Shore Public Relations and Advertising Association recently recognized New Jersey’s outstanding communications professionals at its 33rd Annual JASPER Awards and Membership Dinner.

DefinedLogic, LLC, West Long Branch, received the GOLD JASPER Award for the design and development of <http://act.definedlogic.com>, a website created by the company to educate employees, families and clients about becoming more environmentally responsible.

This year JSPRAA accepted more than 392 entries in 90 categories that included advertising, print materials, direct mail, radio and television, audio/visual, excellence in writing, media relations, public relations, special events, and interactive communications. Judged by a panel of experts from the tri-state area, the entries that received the highest score in their category were given either a Gold or Silver Award.

Proceeds from the annual JSPRAA competition provide James R. McCormick Scholarships for college students majoring in communications.

“The caliber and depth of entries was astounding this year,” says Marge Guglielmo, president of JSPRAA. “New Jersey has some spectacular talent in communications.”

About DefinedLogic

Established in 2002, DefinedLogic is a business and technology consultancy based in West Long Branch, NJ. Serving enterprise as well as mid market accounts, DefinedLogic has a reputation for employing only the best talent in the industry. This practice has enabled DefinedLogic to deliver the highest level of professional services while earning us unparalleled customer loyalty nationwide. DefinedLogic’s offerings include: business and technology consulting, content and document management integration, portal software integration, custom web application development, and interactive design.

About the JASPER Awards

Established in 1974, the JASPER Awards honor excellence in communications. The competition invites participation from all JSPRAA members and non-members who conduct business in New Jersey. Entry fees support the James R. McCormick

Scholarship Fund, which was established in 1983 to deliver financial assistance to students at the Jersey Shore who showcase excellence in the communications and advertising disciplines. Over the years, \$100,000 has been awarded to help aspiring students from Monmouth and Ocean Counties seek their own havens in the creative world. Support will assist in the continuation of the Scholarship Fund's efforts. For more information visit JSPRAA.com.

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