

SL Companies Crescendo Corporation and Catalyst Merge to Offer Innovation

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Second Life, Second World Island, (128, 128, 26) August 16, 2007; Today marks an historic occasion in the communications and marketing sector of Second Life. As public relations behemoth, Crescendo Corporation and technically innovative marketing powerhouse, Catalyst have announced their official joint partnership and merger of their companies to form Crescendo-Catalyst Corporation.

Since arriving in SL back in June 2007, Crescendo Corporation has taken the financial, real estate, and retail sectors by storm with their innovative approach and precision in executing their public relations strategies to boost their clients to the forefront of SL society. Additionally, the ever-savvy marketing mogul Axle Castro has transformed his company Catalyst into the top tier SL marketing company by integrating technology and marketing solutions to offer the highly acclaimed and popular product, the 'AdBoard' System.

An enthusiastic Mr. Castro declared, "Catalyst is ecstatic over this new joint-venture and partnership. Crescendo-Catalyst Corporation will merge Catalyst's acceleratory stimulus with Crescendo's climactic force to create an entirely new benchmark in Metaverse media and marketing."

Supporting Axle Castro's statement, Cadence Juran, CEO of Crescendo Corporation stated, "Crescendo-Catalyst Corporation has set a whole new bar in the media and communications sector of SL. I am extremely proud and excited to be working side by side with Axle because together we will offer an entirely new realm of strategic innovative and interactive communication services & solutions to our clients, our partners and the SL residents."

The retail store for existing Catalyst products and services can found at the Catalyst Tower located on Hayek (87, 96, 31).

For more information regarding Crescendo-Catalyst Corporation, please contact Cadence Juran or Axle Castro in Second Life.

Crescendo Corporation
Secondlife://SecondWorld/128/128/26
Group: Crescendo Corporation

About Catalyst:

Catalyst is a full service virtual marketing company, primarily working in the Second Life metaverse. We offer a variety of solutions for businesses and corporations that operate, or are looking to operate in Second Life or similar worlds. Our virtual world HQ, based in Hayek is home to our growing range of in-world products and a variety of information on our services.

Catalyst website
www.ctly.net/

About Crescendo Corporation:

Crescendo Corporation is an innovative strategic communications company.

Our purpose is to derive value by offering our clients integrated public relations services & marketing strategies that will raise the bar on brand performance and public awareness. We deliver effective results with a simple philosophy: Identify who needs to be persuaded, and communicate with them directly in the most efficient way possible.

For all media & press related inquiries, please contact Cadence Juran, CEO - Crescendo Corporation. Crescendo Corporation is a member of the Metaverse Press Association.

[You can find this press release here](#)