



**Situ8 Becomes an Idea in Reality  
08/08/08**

**Pete Kelly, former EVP at Relay Worldwide, today announced the launch of Situ8, an experiential marketing company with non-traditional vision, boundless creativity and a different-thinking leadership group.**

**“In the experiential space there is as huge gap between creative solutions and actionable results. Our solutions will not be defined by traditional mediums but by client and consumer need, no matter what the medium,” said Kelly.**

**Kelly brings his 15 years of experience and inventive approaches to form Situ8. While at Relay, Kelly oversaw the company's account service and new business department working with clients such as Coca Cola, AT&T, Sharp, Kashi, Beam Global Spirits & Wine, just to name a few.**