



NEWS

CONTACT: Julia Simms
(858) 689-9909
julia@jsimmsagency.com

RELEASE: Immediate
May 30, 2008

O'SULLIVAN INTERNACIONAL AND J. SIMMS AGENCY FORM CROSS-BORDER MARKETING FIRM

O'Sullivan Internacional, a Baja California real estate consulting company operated by Paul O'Sullivan, and j. simms agency, a full-service San Diego advertising and public relations firm, have formed a strategic alliance, offering services as a single entity to Mexican firms seeking buyers in the United States.

Paul O'Sullivan, former policy advisor to California Assemblyman Juan Vargas and San Diego Councilman Byron Wear, has offered concierge services for Americans wishing to purchase real estate in Mexico and is the creator of the "Seven Steps to Purchasing in Mexico," which integrates U.S. real estate standards into the Mexican property-buying process.

"There is a strong demand in the U.S. for Mexican real estate services and products," O'Sullivan said. "Yet, most Americans able to buy Mexican real estate don't even know they can. Their prime source for information is the Internet and,

(more)

worst of all, they don't have a clue who to ask about living in Mexico, much less about buying a home. At O'Sullivan Internacional, we break down the barriers to safely purchasing homes in Mexico."

Founded by Julia Simms, APR, a veteran publicist of real estate developers in Southern California, j. simms agency is a full-service marketing, advertising and public relations firm based in San Diego.

The announcement of the new partnership was made at the 2B Alive Assisted Living Summit in La Jolla today, where Paul O'Sullivan was a speaker and moderator on how to market senior living communities in Mexico to those outside the country. j. simms agency provided media relations services for the 2B Alive summit, which attracted entrepreneurs, investors, developers, landowners and operators wishing to form new business relationships and promote the retirement industry in Mexico.

The partnership of O'Sullivan Internacional and j. simms agency has already landed its first client. O'Sullivan announced that the joint agency will be provided marketing consultation and public relations services for Ojos Negros Hacienda & Resort in Mexico.

Founded in 1995 in San Diego, j. simms agency has a host of

(more)

O'SULLIVAN INTERNACIONAL AND J. SIMMS AGENCY 3-3-3

clients in the building industry, including Barratt American, Bosa Development, The Corky McMillin Companies, Cornerstone Communities, Intracorp, Janez Group, Pacific Scene and Reynolds Communities, as well as land developers Starwood Capital Group and Headlands Reserve. Other clients include the South County Economic Development Council, South Bay Family YMCA and the city of Imperial Beach. More information can be reached by visiting jsimmsagency.com.

O'Sullivan Internacional was established to meet the critical need for effective cross-border communications. Functioning seamlessly across the international border, O'Sullivan has operations in Baja California and the United States. For more information, click on www.osullivaninternacional.com.

#