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*For Immediate Release*

**TVA FIRE & LIFE SAFETY, INC. SELECTS MARKETSPHERE  
TO HEAD UP COMPREHENSIVE BRANDING & MARKETING CAMPAIGN**

San Diego, CA – TVA Fire & Life Safety, Inc., one of the country’s leading providers of products and services in fire protection engineering, consulting, loss control, and project management field, announced that it has selected San Diego-based MarketSphere, a full-service marketing, strategy, and investment firm, to conduct a comprehensive branding and marketing campaign.

MarketSphere’s responsibilities will include: building brand awareness, spearheading tradeshow engagements and booth design, creating corporate collateral, revamping the company’s Web site, and public relations.

“We had a number of vendors submit proposals, but we were most impressed by MarketSphere’s experience, quality, vision, and creativity. We look forward to a long and mutually beneficial relationship with the firm,” said James Tomes, chief executive officer of TVA Fire & Life Safety, Inc.

William J. Tomes founded TVA Fire & Life Safety, Inc. in 1985. The company offers a comprehensive suite of services including: engineering, loss control services, consulting, system design, inspections and testing, training and education, Safe Place® Authorized Surveyor, construction management, and fire test program administration.

“TVA is one of the most trusted names in the fire protection and safety sector. We are thrilled to have the opportunity to work with such a respected company, and look forward to helping them achieve their marketing and sales objectives,” said Victoria Freitas, president of MarketSphere.

About TVA Fire and Life Safety, Inc.

TVA currently has ten offices: San Diego, CA; Los Angeles, CA; Atlanta, GA; Detroit, MI; Minneapolis, MN; St. Louis, MO; Mt. Arlington, NJ; Dallas, TX; Seattle, WA; and Wilmington, DE. Corporate headquarters are in San Diego; clients include numerous Fortune 500 companies. For more information, visit [www.tvafiresafety.com](http://www.tvafiresafety.com).

About MarketSphere, Inc.

MarketSphere provides full-service marketing, strategy, and investment services to clients in the technology, consumer, and service industries. Founded in Silicon Valley in 1998, the company's clients include: Adobe, Fish & Richardson PC, Salient Networks, and Search Engine Optimization, Inc. For more information, visit [www.MarketSphereUS.com](http://www.MarketSphereUS.com).

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