



## **Bullaka Productions, Inc**

757.392.1434 or 866.592.9548

757.271.2748 (fax)

[www.bullaka.com](http://www.bullaka.com)

# **Genisoy Chooses Bullaka Productions To Develop Newest Marketing Endeavor**

## **Bullaka Productions Continues to Expand Traditional, Internet and Print Marketing Client Base**

April 2, 2007 — (Chesapeake, VA) Continuing its pattern of steady growth, Bullaka Productions, a trusted leader in traditional and online Marketing, today announced their new client relationship with national soy distribution company, Genisoy, to develop, manage, and maintain their newest marketing initiative.

Genisoy — Genisoy Food Company, Inc. is one of the largest providers of soy protein products (Genisoy) and sports nutrition (MLO) in the United States, offering consumers high quality, good tasting, affordable protein bars, shakes and snacks.

MLO Products began in 1964 as a manufacturer of sports nutrition bars and protein powders. When MLO was asked to start creating isolated soy protein products for institutional research on the health benefits of soy, the Genisoy brand was officially launched based on the immediate acceptance and success of the products developed. Genisoy's mission is to provide convenient, delicious and affordable soy food products that make it easy to incorporate the benefits of soy in the average person's everyday diet.

Genisoy represents an ever-increasing number of businesses that are turning to Bullaka Productions for all of their marketing needs. "More and more companies are noticing our proven reputation in the traditional and non-traditional marketing field. It demonstrates our consistent results, creativity, innovation, and of course, passion for what we do," states Bullaka founder and CEO Aaron Bull.

New and current clients are also responding to Bullaka Productions newly enhanced menu of services. "Although the Internet is a critical piece of the marketing mix, our clients need assistance in other areas as well," says Bull. "We're delivering on that need. We are integrating all forms of media and marketing, including Internet Marketing and search engine optimization, television, print, PR, research, and events. All of these can complement each other, and work to optimize exposure for the client. And that's no bull."



## **Bullaka Productions, Inc**

757.392.1434 or 866.592.9548

757.271.2748 (fax)

[www.bullaka.com](http://www.bullaka.com)

Bullaka Productions respectfully celebrates its corporate growth, is honored to serve each new client, and is passionate about playing a part in their success.

About Bullaka Productions: We are a full service marketing and design company that offers a wide array of technology services such as custom website design and website re-design, e-commerce applications, shopping carts, flash development, search engine promotion, database management, 2D and 3D graphics for print and web applications, animation and website hosting. We also specialize in print marketing, television production and post production, television programming and research, for-profit and non-profit marketing and fundraising, Internet content creation and marketing, advertising spot production, corporate industrial video production, sponsorship acquisition, event planning and production, and brand promotion.

Bullaka Productions is a privately held company located in Chesapeake, Virginia. For more information on Bullaka Productions, please contact 757-392-1434, or visit [www.bullaka.com](http://www.bullaka.com).