



# PRESS RELEASE

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## A Recipe For Success: Spice Sessions and MADHouse, Inc.

Tampa, Florida (September, 8, 2009) MADHouse, Inc. is taking on a spicy new project: Spice Sessions, a division of HollowTree Images, based out of Tampa, Florida. "This has to be one of the more edgy projects the agency has acquired during the past couple of years," said Arlene Segovia, President and Media Strategist of MADHouse, Inc., "and we're absolutely looking forward to the burst of creativity and promotional opportunities provided by this account.

"What is a Spice Session? It is only the newest way to bond with friends, discover one's inner beauty, and capture sexy, intimate moments to cherish for years to come as seen through the eye of HollowTree Images' professional photographer, Jeff Fay. A Spice Session is a concept husband and wife team, Jeff and Marti Fay, are launching in the Tampa Bay area as a modern twist on the old-school Tupperware Parties. A hostess can invite 3 to 8 friends to the photography studio, where the Fay's will offer music, wine, and hors d'oeuvres, while the hostess and her guests experience a personalized photo shoot that allows one to feel like a supermodel.

The wardrobe choice is left up to each individual woman with the only guideline being that you wear something that makes you feel comfortable with yourself in order to truly bring out your personal spiciness. Whether it's lingerie or denim jeans and a t-shirt or your favorite dress, the resulting photographs are worthy of being published in a national publication and are described on the website as a "true celebration of a person's inner spirit that comes from knowing and liking oneself."

An internationally recognized photographer, Jeff Fay has over 20 years experience and has had the privilege to photograph superstars like Bill Cosby, Cher and Billy Joel, and locally several of the Tampa Bay Buccaneers. HollowTree Images Photographic Studio is a 1700 sq. ft. facility located in the Northdale area. A VIP Spice Session Experience will be announced soon. For more information, contact [info@madhousefl.com](mailto:info@madhousefl.com) or to view some of the first Spice Session photographic images, log onto, [www.spicesessions.com](http://www.spicesessions.com).

### About the agency

MAD House, Inc. is a full-service advertising and marketing agency with a specialization within the U.S. Hispanic market and focusing on small to mid-size companies. MAD House, Inc. is based in Tampa, Florida. For more information, visit [www.madhousefl.com](http://www.madhousefl.com).

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