



FOR IMMEDIATE RELEASE

Media Contact:
Kevin Lewis
415.772.9907 ext. 134
kevin@mortarpr.com

MORTAR LOVES LOHAS AND ALL CONSCIOUS CONSUMERS

*Sustainable luxury resort Playa Viva aims to pamper
LOHAS (Lifestyles Of Health And Sustainability) vacationers*

San Francisco, Calif. (October 10, 2007) — San Francisco's Mortar is in the midst of a major marketing project designed to introduce luxury resort Playa Viva to LOHAS (Lifestyles Of Health And Sustainability) and Conscious Consumer vacationers. Playa Viva, one of the sustainable organizations on the Mortar roster, is an environmentally responsible getaway opening in 2008 in Zihuantanejo, Mexico.

Playa Viva is one of the first luxury resorts to combine preservation of the local environment and improving the surrounding community with a top-of-the-line vacation destination.

"The Playa Viva project satisfies us on many levels," said Mark Williams, Mortar's co-founder. "Their commitment to sustainability is a match for Mortar's values. And, of course, we're all anticipating a first visit to Zihuatanejo."

As Playa Viva is a family resort, Mortar is targeting marketing efforts at LOHAS and Conscious Consumer moms.

"We needed an agency that understood our values surrounding minimal waste and building a dynamic online presence," said David Leventhal, principal for Playa Viva. "Mortar got this from the beginning. They understand our audience and their values, and they are experts at design and traffic generation."

To learn more about Playa Viva, go to <http://www.playaviva.com>.

About Mortar

Mortar is a San Francisco-based brand communications agency dedicated to helping organizations make emotional connections with today's shell-shocked consumers. Mortar's unorthodox approach typically combines street-level research, integrated strategy, online and offline advertising, public relations and immersive tactics that defy boundaries and amplify budgets. Details at: <http://www.mortaragency.com>