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**PRESS RELEASE**  
FOR IMMEDIATE RELEASE

## Maestro Personal Assistants Debuts - "Achieving True Loyalty"

Dallas, TX–(April 17, 2014) Maestro Personal Assistants announced today that it has just completed production of its latest video – “Achieving True Loyalty” This latest video demonstrates how companies and organizations can easily build “true loyalty” by providing a unique and personal service.

Maestro hired Brad Chmielewski, the highly acclaimed Groupon explanation video producer, to create an entertaining, easy to understand video that illustrates how Maestro’s unique service helps companies build true customer loyalty.

“We are very excited about our new video and plan to release several more in the future. In just a few minutes, we’re able to communicate exactly what Maestro does – it builds true loyalty and helps create a strong, positive, brand experience through exceptional personal service” said Adam Alfia, Maestro’s founder and Managing Director. “The question ‘What does Maestro do?’ has always been a hard one to answer.” Alfia continues. “When you have a service that provides Anything, Anytime, Anywhere®, it’s hard to explain that easily. This video will go a long way in easily showing companies what we do.”

Maestro has been able to help clients like Infiniti, AARP, Toyota, LaQuinta and others build true loyalty with their customers, prospects, members, and even employees by providing them with personal experiences.

Maestro attributes its continued success to innovation and an unrelenting dedication to world-class customer service. For almost a decade, Maestro has been providing Fortune 500 companies and other prominent clients with high-impact branded marketing and loyalty programs that offer a very unique customer incentive: worldwide 24/7 access to a live team of extremely friendly and talented personal assistants.

Maestro received the prestigious Dallas 100 Entrepreneur Award as one of the 10 fastest growing companies in North Texas for 2013. Its substantial growth, including its recent expansion into Canada, has helped Maestro more than double in size. Maestro continues to hire new assistants and other key personnel to better serve its clients.

For information on Maestro Personal Assistants, call 888-500-1411 or visit [personalassistants.com](http://personalassistants.com) to learn more about "Achieving True Loyalty"

### ABOUT MAESTRO

Based in Dallas, Texas, Maestro provides affordable branded personal assistant-based marketing and loyalty programs for any kind of company in every industry with any type of product or service.

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