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July 5, 2006

BLOOMINGTON, Ill. - When Illinois Wesleyan University alumnus Justin Ahrens, class of '94, started his strategic creative design firm Rule29 in 2000, located in Geneva, Ill., he never expected to receive the amount of praise and awards that his company has gained since its first year of inception.



Examples of creative design work by Rule29, a firm founded by Justin Ahrens '94.

Rule29 designs logos, books, brands, web sites, and promotional material for clients. In 2005, the company had designs featured in industry magazines such as *How*, *Print*, *Step*, and *GD USA*, as well as work published in five books. Rule29 has also worked with companies such as TourEdge Golf and Powershares, as well promoting the Mel Gibson film, "The Passion of the Christ."

The creative design firm is currently working on a cloth-bound book for the movie, "Superman Returns," which will be released with a collector's edition DVD of the film. "We are doing projects that are rewarding, challenging, fun, and get you excited to go into work everyday," said Ahrens. Also in the works is an American Red Cross art book and projects for Rand McNally and Disney.

Ahrens also works with the Solid Rock Foundation, a Christian non-profit organization dedicated to helping teenagers and children. Rule29 helped raise approximately \$1.5 million for the organization.

Ahrens credits the Illinois Wesleyan internship program with helping him to discover the possibilities of design as a student majoring in art and educational studies. According to Ahrens, he gained so much from the IWU internship program that he wanted to give back in the same way. Last summer, Sara Novak, IWU class of '06, was able to intern with Rule29.

"We have a great internship program," Ahrens said. "Sara was wonderful and it was fun to support IWU."

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