

# 08/24/2009: Denali Interactive Holding announces two new brands: 7Summits and SocialBlizzard

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Just over two months ago, CEO Paul Stillmank announced the creation of his new firm Denali Interactive. Today, that firm announced the launch of 7Summits LLC and SocialBlizzard LLC.

When asked about the name change, Stillmank indicated that it is more a change of legal structure than anything else. Denali remains Stillmank's holding company and 7Summits and Social Blizzard are the brands that will be active in the market.

Stillmank describes 7Summits as a "new type of agency focused on applied social media". The firm's new web experience launched today and can be found at <http://www.7SummitsAgency.com>. Stillmank went on to say that "7Summits is named for the highest mountain summits on our seven continents. These seven summits represent our team's resourcefulness and ability to reach a goal. They also reflect our desire to help our clients reach new heights, wherever they are. And they remind us that social media enables us to be global in nature, even though our digs are right here in Milwaukee, Wisconsin". 7Summits has included some information on the seven summits in their About Us page. When asked for details about Social Blizzard, Stillmank just smiled and said "that's a new concept that we're considering and its purpose will be clearer once we finish our research".