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*Press Releases for Every  
Occasion and Industry*

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## INTRODUCTION

Whether you're marketing a new business venture, promoting a new book, or simply drumming up some interest for an upcoming non-profit event, the press release is an invaluable tool that can make or break your efforts at gleaning some much-desired media attention.

At its best, a press release succinctly describes the “who,” “what,” “where,” “when,” “why,” and “how” of your project in a manner that makes media professionals stop the presses (so to speak) and say, “Wow! Now this is what we've been looking for.” At its worst, a press release reads as little more than an unintelligible sales pitch teeming with errors of every kind.

Always keep in mind that a press release should be short, to the point, and contain only the significant details that would attract the attention of media professionals. Remember, you are courting editors, journalists, or TV producers—not consumers. They're not looking for fancy formatting and they certainly aren't hoping to be impressed by a writer's expansive vocabulary. Stick to the point and be sure to include the essentials. Press releases are usually no more than one or two pages long and contain complete media contact information, a headline, dateline, the body of the press release, and three hash marks that state, in journalistic terms, ‘THE END.’

Sounds easy enough, right?

If it were easy to write a press release, there would be no need for press release writing services, press release writing articles, books, and newsletters. Press release writing is definitely not easy. For this reason, PRW has pulled together tried and true examples of winning press releases covering various topics that will help to guide writers toward a successful media campaign. These sample press releases have been crafted specifically for use in this book; all company, contact, and service information is fictitious. Use these samples as starting blocks, templates, or simply as sparks to generate ideas for your own press releases.

Happy writing!

## **PRESS RELEASE FORMATTING SUGGESTIONS**

- Use 8 ½ x 11 paper.
- Use a minimum of one-inch margins on each side of the page.
- Use a Bold typeface for the headlines to draw attention.
- Capitalize the first letter of all words in the headline (with the exception of: "a," "an," "the," or prepositions such as: "of," "to," or "from"). The combination of upper and lower case makes it easier to read.
- Complete the paragraph on one page instead of carrying it over onto the next page.
- Use only one side of each sheet of paper.
- Use the word "more" between two dashes and center it at the bottom of the page to let reporters know that another page follows.

– more –

- Use three hash symbols immediately following the last paragraph to indicate the end of the press release:

# # #

## **10 ESSENTIAL TIPS TO ENSURE YOUR PRESS RELEASE MAKES THE NEWS**

1. Make sure the information is newsworthy.
2. Tell the audience that the information is intended for them and why they should continue to read it.
3. Start with a brief description of the news, then distinguish who announced it, and not the other way around.
4. Ask yourself, "How are people going to relate to this and will they be able to connect?"
5. Make sure the first 10 words of your release are effective, as they are the most important.
6. Avoid excessive use of adjectives and fancy language.
7. Deal with the facts.
8. Provide as much Contact information as possible: Individual to Contact, address, phone, fax, email, Web site address.
9. Make sure you wait until you have something with enough substance to issue a release.
10. Make it as easy as possible for media representatives to do their jobs.



## **A Presidential Campaign and the Average Joe Have Something in Common - Their Text Messaging Partner**

**With over 600,000,000,000 text messages projected to be sent in the U.S. this year(i), Interlinked Media, mobile consultant and text message provider to major brands, launches new messaging platform geared to the business market**

DALLAS, Oct, 30, 20xx — The number of text messages being sent monthly in the U.S. has soared to over 75 billion(ii), a 10-fold increase in just three years. Perhaps the “awakening” came as a result of voting via text on shows like American Idol or parents realizing the best way to “talk” to their children was via text. Whatever the case, SMS has grown up in a hurry and is now a vital communication tool for presidential candidates.

Interlinked Media, <http://www.interlinked.mobi/>, the mobile application provider to Hillary Clinton’s campaign, brands and many other organizations, is responding with the introduction of a text messaging platform and enterprise unit for small and medium-sized businesses - including the average Joe.

There’s no going back: Social Security Numbers identify who we are; cell phone numbers identify how to reach us. Going forward, as we continue to shed landlines and access the Internet on our phones, most of the communication that takes place between consumers and businesses will occur there ... and according to Interlinked much of that will be via text message.

For example, many banks allow you to check balances and receive alerts via text; you can also pay your AT&T bill, get flight status from Southwest, and order pizza from Dominos via text message. “Up until now, integrating mobile with business processes and marketing activities has been the realm of much larger organizations - we’ll make it available to most,” states Cal Morton, Vice President, Interlinked Media.

Lately, it’s hard not to notice those 5- and 6-digit numbers followed by a keyword asking us to text to get more information, enter a contest, or vote on the winner of a presidential debate. “You’re just seeing the beginning of that,” says Cal. The reasoning seems obvious as he explains, “Billions and billions is spent on marketing, yet in most cases organizations can’t measure its effectiveness. On the other side of the coin, marketing efforts frequently don’t present a response channel appropriate to the context in which it’s being encountered - like having to go online to enter a promotion you see in store, or remember a number heard on radio to call later ... who does that?”

## About Interlinked Media

Interlinked Media has worked exclusively in the mobile ecosystem for six years. The company has run campaigns for Allstate, Panasonic, Toshiba, State of Texas, City of Austin, Hillary Clinton, Toyota and many more. Interlinked Media has conducted more than 100 mobile campaigns for global brands through agency clients in the UK as well as thousands of campaigns for its clients in the retail and leisure sector. The company has offices in Dallas, London and Newcastle.

(i) CTIA: <http://www.ctia.org/advocacy/research/index.cfm/AID/10323>

(ii) *ibid*

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# # #

## **www.flyhoopty.com Guarantees One-Stop, Used-Car Shopping and Listing**

BEXLEY, Ohio, Dec. 1, 20xx — The founder and owner of <http://www.flyhoopty.com> announced today the release of its initial Web site, aimed at customers, including retailers, who wish to buy or list used vehicles priced \$15,000 or less.

Automotive-sales veteran Peter Greenberg said he saw an opening in the marketplace for a comprehensive national site on which visitors can find what they're looking for in lesser-priced vehicles or list them. "It's car-shopping and car-buying the way it should be. Easy. Quick. Convenient. Secure and ultra-affordable," he said.

Greenberg said there needs to be one Web site, one virtual shopping mall, devoted strictly to automobiles that are priced at or less than \$15,000, because online shoppers go from Web site to Web site and others drive from dealer to dealer in search of their next vehicle.

"Too many do both," Greenberg said. "For some it is an adventure and for others it is a horrible trek, because among many other reasons, they dislike imprudent spending of their hard-earned money - especially, these days, given the state of our nation's economy."

Flyhoopty.com has all the conventional transaction tools, and really is one-stop shopping or listing.

With nearly a decade of new- and used-car sales experience, Greenberg said economic conditions are quite favorable for such a launch. "We're not holding anyone hostage and we are going to keep it nice," Greenberg said. "We will create happy, satisfied customers that will be served with distinction."

Affordability - all the way around - will prove to be Flyhoopty.com's hallmark. "My goal is to make it exceptionally affordable for dealers and individuals to list, and we know we'll have tremendous inventory for those in need of a car 'for less,'" Greenberg said. "This site is as much for the head of household who controls the family budget as it is for first-time car owners, college students, retirees and the like."

The Web site represents, to the millions of private sellers and thousands of dealership marketing professionals, a refreshing change to the automotive marketing landscape.

About the Web site's name: "We took liberty with a little bit of slang: Fly means 'cool,' and hoopty means 'used car,'" Greenberg said. "You'll learn what we already know - Flyhoopty.com is a natural extension of this increasingly popular segment of the automotive marketplace. I encourage you to take a risk-free 'test drive.'"

Flyhoopty.com Logo:

<http://www.ereleases.com/pr/FlyHoopty-logo.jpg>

Photo of Peter Greenberg, Founder and Owner of Flyhoopty.com:

<http://www.ereleases.com/pr/PeterGreenberg.jpg>

FOR MORE INFORMATION: Peter Greenberg (877.FLY.HOOP)

<http://www.flyhoopty.com>

# # #

## **Park Capital Group LLC, Ready to Pump \$1 Billion Back into the U.S. Economy, Seeks Projects**

### **Difficult economic times don't stop this private equity firm**

MIAMI, Sept. 8, 20xx — With rumblings of doom and gloom in the business world, Park Capital Group LLC (<http://www.parkcapitalgroup.com>) is a breath of fresh air. The Miami-based private equity firm is intent on investing \$1 billion in business and real estate developments over the next year.

Founder/CEO Matthew Kleinsmith hopes that other financial firms will follow in its footsteps. It's a tough act to follow. In September 20xx alone, Park Capital Group will finance over \$200 million in projects across North America.

"This country was built by entrepreneurs," said Kleinsmith, "and our banks have all but turned their backs on these same people in their time of need. Park Capital Group will strive to achieve its goal of a \$1 billion capital infusion into our economy."

An entrepreneur at heart, Kleinsmith speaks from experience. He has owned and operated many companies over the years. "I understand my clients' perspective and where they are coming from," he says.

Kleinsmith says Park Capital is aggressively looking for investment-worthy people and projects - both foreign and domestic - including startups, recapitalization, commercial real estate and humanitarian programs. Park Capital has funded businesses in the U.S., Mexico, Vietnam and Canada. The company's focus is its equity-leveraging and asset-based lending program. Kleinsmith explains: "We utilize our numerous overseas banking relationships to grow our funding base."

"Our goal is to form partnerships where both parties benefit," continues Kleinsmith. "We want to build long-lasting relationships with our clients. Another important goal for us is to build our philanthropic work. We are pledging 10 percent of yearly profits to charities across the U.S."

Kleinsmith recently formed the nonprofit "Helping Heroes" for wounded and killed-in-action soldiers and their families. He said the program's goal is to provide financial assistance for military families that are suffering. A veteran himself, Kleinsmith has earmarked \$300 million for the project and is forming an all-veteran board of directors.

His business is driven by principles as well. "Park Capital was founded on integrity, honesty and fairness. That is the basis of every project we undertake, and it guides us on a daily basis, both in our business and our philanthropic lives."

For more information, visit <http://www.parkcapitalgroup.com>, email [info@parkcaptialgroup.com](mailto:info@parkcaptialgroup.com) or call 877-266-4425.

# # #

#### About Park Capital Group LLC

Park Capital Group LLC, is at the forefront of the investment community. Its investment committee has a combined total of more than 100 years of business, financial and entrepreneurial experience.

# # #

## **Russian Cold War Era Immune Biotechnology Gives Retired Pharmacist Second Career**

BOULDER, Colo., Nov. 14, 20xx — A Cold War era Soviet doctor and scientist, General Vsevolod Ogarkov, had no idea the fruits of his bio-warfare research program would be used by 21st century American doctors and patients for immune system support and to beat winter colds and flu.

Thirty years later, a Colorado pharmacist has found his retirement has taken unexpected directions as a result of Ogarkov's research program.

During the 1970s, Ogarkov's researchers were studying lactobacillus bacteria, which made sense to the Russians, as these bacteria are found in traditional Eastern European foods such as yogurt. Called "probiotics" in current market jargon, the researchers believed these natural bacteria held a key to jump-starting the human immune system. By "lysing," or processing the cells into pieces, the Russians designed a product to protect the Soviet army from bio-warfare agents such as anthrax.

After his 1998 retirement, business associates introduced pharmacist John Sichel to the Russian product, called "Prepare." When he discovered the cell-wall fragment powder eliminated his daughter's hepatitis C symptoms in 1999, Sichel shared it with friends, who reported relief from everything from chronic coughs to chemotherapy and radiation side-effects. Many said cold and flu symptoms disappeared in four to 24 hours.

The details of the story read like a Michael Crichton novel, but the short version is that Sichel began marketing the product as a nutritional supplement in 20xx, moving manufacturing from St. Petersburg, Russia to Indianapolis, Ind. His company, Pure Research Products, now has a customer base of over 15,000. Sichel has done virtually no advertising - business has grown via word-of-mouth out of his Boulder basement. The product has fans, including medical doctors, in all 50 states and in 10 countries.

New studies on the American-made product confirm the Russian researchers' findings. Research shows that the lysed lactobacillus cell fragments increase levels of immune activity, specifically natural interferons, which are important keys to immune function. The research also shows significant increases in tumor necrosis factor (TNF), and natural killer (NK cells).

"If you had told me 10 years ago this would happen, I wouldn't have believed it," Sichel said. With his "big pharma" background from marketing Valium in the 1960s, Sichel added that reported results are more in-line with a drug than a nutritional supplement.

Several doctors are giving the product, called "Del-Immune V," to patients. "This product is consistently safe, effective and has no side effects," said Dr. Elin Ritchie of Taos, N.M.

Ritchie added that teachers are its biggest fans, reporting a significant reduction in winter cold and flu bouts.

"We often see liver and stomach problems in chemotherapy and radiation patients," said Dr. Lee Rieniets of Melville, Western Australia. "On Del-Immune V, many of those problems clear up." Dr. Reinierts, also a biochemist and geneticist, added that he regards the product as a highly effective immune booster.

Information is available at <http://www.delimmune.com>.

Contact:

Pure Research Products  
Pamela Sichel  
(303) 530-7761

# # #



## **New Book for IT Professionals Features 20 Alternative Careers Highly Insulated From Offshore Outsourcing**

WESTPORT, Conn., July 7, 20xx — Recession-related layoffs and hiring freezes, coupled with offshore outsourcing, have heightened competition for IT jobs, while exerting downward pressure on computer professionals' compensation. These factors are causing many IT professionals to consider changing careers, but they're understandably concerned about wasting their investment in their education and experience. That concern should be dispelled by "Debugging Your Information Technology(TM) Career" (Elegant Fix Press - <http://www.elegantfixpress.com>), which demonstrates that computer professionals can leverage their experience to enter many fields other than traditional IT careers, while reducing or eliminating their vulnerability to offshoring.

Janice Weinberg, the author, is a career consultant (<http://www.janiceweinberg.com>) formerly with IBM and GE, whose IT background - in systems and application programming, marketing, sales management, and strategic planning - enabled her to identify the 20 careers she describes. While most of them aren't usually thought of as computer-related jobs, computer proficiency is a key qualification for success in each. For example:

- \* A software architect's knowledge of best practices in systems design would be a strong asset in a technology due diligence position.
- \* A business analyst who guided manufacturing staff in defining their IT requirements could become a technology partner manager for a company marketing manufacturing software.
- \* A network security administrator would bring valuable knowledge to a position as a broker or underwriter of cyberliability insurance - a very hot product these days.
- \* A software engineer who supported finance and sales departments could become a global procurement project manager overseeing those functions.
- \* Any IT professional who can assess the commercial potential of new computer technology might qualify for a position as an equity analyst covering the technology sector.

Most of the careers can be entered without further education beyond a BS in a computer-related discipline. Several - for example, business continuity planner - require a certification. Some readers may be motivated to become healthcare administrators, or attorneys specializing in computer law. Many of the fields can be springboards for consulting practices - or new revenue streams for established consultancies.

As Weinberg describes each career, readers will:

- \* Understand why computer expertise can be a significant advantage
- \* Be able to imagine themselves in the field by reading the hour-by-hour Typical Workday

\* Understand how a recession could undermine job security, while learning strategies for minimizing or avoiding any negative impact

\* Learn whether offshoring is affecting employment in the field, as well as what the future vulnerability will likely be

Readers will learn job-hunting techniques tailored to specific fields, including guidance in identifying employers and selecting those aspects of their experience to highlight in their resumes and interviews for greatest impact.

While there are many books providing IT career advice, Weinberg's gives new - and much broader - meaning to the term "computer job," demonstrating that an IT professional's knowledge constitutes precious currency in a world dependent on computer technology.

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# # #

## **New Home Is Accessible, Affordable, Attractive**

TAMPA, Fla., May 15, 20xx — What may be the nation's first-ever fully accessible home that's also designed to be affordable and attractive has been completed in Tampa. Called the Freedom Home, the 1200-square-foot design complies with most ADA and VA recommendations and is priced from \$131,900 (not including site). The copyrighted design also can be licensed for delivery to sites across the country.

It was created as a collaboration between Tampa-based New Millennial Homes and St. Petersburg resident Walton Dutcher, who became a quadriplegic after a diving accident in 1956.

"It's particularly important now for a number of reasons," said Mike Shrenk, NMH managing partner. "First is the growing number of handicapped people who all too often live on very tight budgets."

Secondly, as baby boomers mature, they're realizing that planning ahead may mean the difference between continuing to live in their own home or moving to a wheelchair-accessible facility. "Even younger boomers are concerned about access because they're helping their parents make those decisions," adds Dan Waibel, NMH architect.

Without a design like the Freedom Home, residents in wheelchairs must take a standard plan and retrofit it to include features like 36-inch doors, 44-inch halls and 60-inch turning diameters in halls, kitchens and baths, a process which can quickly become prohibitively expensive.

Building the Freedom Home was a two-year-long labor of love for the Dutcher and the NMH team. "Even following the detailed principles of universal design doesn't automatically make a home easily accessible for someone in a wheelchair," Dutcher said. "The principles outline how architecture should adapt to changing lifestyles, but they don't tell you how to do it - and the devil is in the details."

Dutcher, who has worked with organizations ranging from the National Spinal Cord Injury Association to St. Petersburg's affordable housing committee, volunteered his time to help NMH design the home. "The challenge is educating consumers because so many people equate universal design with hospitals - and that's not the case," Dutcher notes. Some elements, like grab bars and overhead lifts can be easily added later - if the structural support is included in the original construction.

For instance, a homeowner who breaks a hip may spend weeks in a nursing home if her home doesn't allow wheelchair access or have the structural support for a sling lift. "We've built that support in," notes Joe Osman, NMH COO. "It doesn't show until it's needed, but then it can make all the difference in the world."

Renovating a standard home could cost three or four times more than using an accessible design in the first place - assuming it's even possible. "You're talking about tearing down walls and usually moving them out, so it's not always a feasible option," Dutcher said.

The NMH universal design will allow any homeowner to continue to live in their home regardless of infirmities - temporary or permanent - that may arise, Dutcher said.

For more information, call 813-231-9501 or visit <http://www.newmilhomes.com>

# # #

## **Outfitgadget.com Goes Online, Offers Competitive Pricing for High-Quality Gadgets**

**New Internet resource carries wide range of small electronics, clever accessories, handy tools and important supplies**

FARGO, N.D., Oct. 1, 20xx — Last summer, Danny Short Jr. and his wife of Fargo, N.D. went on a search for a strawberry patch. What should have been less than a half-hour hike turned into a three-hour expedition because it was difficult to find the way - something that could have been avoided with the help of a Global Positioning System (GPS). This got Mr. Short thinking about buying one of these gadgets ... then the next thing he knew, he was dreaming of launching a website devoted to the sale of such small electronics and gizmos, specific to outdoor adventure.

Today, that website is the new Outfitgadget.com (<http://www.outfitgadget.com/>), an online resource devoted to the sale of GPS products and other handy gadgets. At Outfitgadget.com, online shoppers can find most anything and everything, from the latest GPS models to the newest MP3 players and feature-packed digital cameras. Plus, Outfitgadget.com carries a wide range of clever accessories, tools and gadget-like supplies, such as knives, flashlights, fishfinders, binoculars, voice recorders, and water bottles.

“If a gadget is what you’re looking for, you’re probably going to find it on our site,” says Mr. Short, who is now manager of Outfitgadget.com. “I’m very pleased to be showcasing all these products on one website location, and in a way that’s easy for the online consumer to search and shop for these goods. Everything we carry is of the highest quality, and we back that with a manufacturer-defect return policy because we do have high product standards. What’s better, we offer competitive prices and are able to offer impeccable service to our customers.”

Founded in March 20xx, Outfitgadget.com already carries approximately 400 products, with more to come in the near future. In addition, plans are already in the works to set up a blog for the outdoor enthusiasts and make Outfitgadget.com the online resource for questions, advice and commentary on topics related to gadgets and small electronics, as well as the great outdoors, traveling and adventure. The idea is to make life simpler, more convenient and, therefore, more fun for people, according to Mr. Short.

“Gadgets save people time, make living more convenient and often much more enjoyable,” Mr. Short says. “Those who like gadgets like convenience, and so this website just makes sense.”

For more information, visit <http://www.outfitgadget.com/>.

## About Outfitgadget.com

Founded in March 20xx, Outfitgadget.com is the ultimate online resource for outdoor enthusiasts and gadget “gurus” who are seeking out cutting-edge, high-quality gadgets and accessories. With some of the most competitive prices on the Internet today, Outfitgadget.com keeps costs low for consumers while providing an easy, service-oriented shopping experience.

### Contact:

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Manager, Outfitgadget.com  
Toll-free Phone: 866-478-5255

# # #

## **Horizon Wimba Releases Course Genie 2.0**

### **New Version Features Flashcards, Insert of Code, and New Export Formats**

NEW YORK, Feb. 15, 20xx — Horizon Wimba announced today the immediate availability of Course Genie 2.0, which allows users to more easily build rich media content such as Flashcards and Wimba audio files, export Microsoft Word(TM) documents to new formats, and quickly create interactive content such as questions, media files, and pop-ups.

This new release of Course Genie 2.0 features:

- Course Genie Flashcards
- New header styles for adding HTML, Javascript, Java applets, and other code directly into Word documents
- Tables for easier editing of quizzes, pop-ups, media, and metadata
- Export to Blackboard quiz format in addition to export to WebCT quiz and QTI formats
- Improved SCORM export allows Course Genie to report directly to grade books and tracking tools in Moodle, WebCT CE 6.0, Vista 4.0, and Blackboard
- Removal of initialization process

Creating new methods of interactivity is the focus of Course Genie 2.0. Course Genie Flashcards are a perfect tool for studying and creating engaging K-12 instructional content. Able to be created from a single document, Flashcards play in a Macromedia Flash interface, allowing educators - and even students - to create a wide range of material for student exercises. Instructors create the lively content in Word, save it in Course Genie, and view it in Flash from within their online course.

Additionally, new Course Genie styles (cgHtml and cgHtmlHeader) allow users to add HTML, Javascript, and other code into their Word documents in order to create even richer course content. In fact, several institutions are already exploring the idea of inserting Wimba Voice Boards directly into their Course Genie material.

"We wanted to make Course Genie more engaging," said Tommaso Trionfi, CEO of Horizon Wimba. "Course Genie has already proved itself to be an easy course creation tool for faculty of all technical abilities, and this new release broadens the range of interactive content that can be created. Any user can now construct Flashcards, insert a

variety of code, and more easily edit interactive features - all within their existing Word documents."

In addition to the new Flashcards, all of Course Genie's interactive content - including questions, media, and pop-ups - are now built inside tables within Word for easier editing. Also, improved SCORM export allows Course Genie to report directly to the grade books and tracking tools in Moodle, WebCT CE 6.0, Vista 4.0 and Blackboard.

Finally, the improved SCORM export from the new SCORM tab within Course Genie allows users to export multiple Shareable Content Objects (SCOs), allowing users to use CMS/VLE navigation for their course content.

#### About Horizon Wimba

Horizon Wimba develops collaborative software applications addressing the diverse needs of the emerging online education market. Its software enables institutions to take advantage of the multitude of advances in the Internet and Internet-based technologies while also enhancing their course management systems. The Company's virtual classroom solution enables educators to teach and meet live online, its vocal collaboration technologies add oral content directly into course content, webpages and assessments, and its content authoring software allows users to quickly and easily convert Microsoft Word(TM) documents into webpages. With simplicity and power, Horizon Wimba adds new dimensions to online, accessible education, enriching the learning experience for both students and instructors.

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# # #



## **VIP Talent Connect Links Tomorrow's Stars with Today's Entertainment Icons**

### **Company reports 90+ percent success rate for networking event participants**

NEW YORK and PHILADELPHIA, Oct. 28, 20xx — Sometimes it's not what you know, but who you know. And with the entertainment industry, that saying can definitely prove true, as indicated by the glowing success of VIP Talent Connect's (<http://www.viptalentconnect.com/>) recent networking event. The program, which took place Oct. 18, 20xx, at New York's Caroline's on Broadway, featured a day packed with industry-achievement stories, career tips and seminars, offered by a sampling of entertainment's most notable superstars and insiders, including comedian Nick Lamanna, Project Runway model Lea Rannells, director/producer Sam Borowski and casting director Stephen DeAngelis, among many others.

"Talent, drive and determination alone aren't enough to propel you toward success in the entertainment industry," says Alycia Kaback, VIP Talent Connect's director. "Through VIP Talent Connect's unique networking events, we're providing qualified participants with firsthand insight on how to get their big break. We're also providing a highly coveted chance to meet personally with prestigious industry notables."

Since launching the first VIP Talent Connect event in January 20xx, the company has already held four events in Pennsylvania and New York. Expert participation from the entertainment industry has increased 300 percent, and is projected to be even greater at the next VIP Talent Connect event, which takes place again at New York's Caroline's on Broadway, Jan. 17, 20xx, and will feature such talents as hip hop legend Kangol Kid, recording artist Santalina, casting director Robert Russell and music producer Eric Cui.

"The networking impact is huge, considering that 100 percent of those attending are making crucial contacts," Kaback says. "People work for years to land a conversation with insiders, but we make that connection at VIP Talent Connect events. Ninety percent of those interviewed and selected to attend land at least some small- to medium-sized opportunities. About 10 percent hit home-runs."

As the momentum behind the networking events continues to grow, so too does the company behind them. VIP Talent Connect is expanding from its Philadelphia base to seven new locations, such as Los Angeles, Chicago, Atlanta and Miami.

For more information, visit: <http://www.viptalentconnect.com/>. View a networking promo on YouTube at: <http://tinyurl.com/5q8cec>

## About VIP Talent Connect

From modeling to acting, music to dance, VIP Talent Connect is all about trying to find the entertainment stars of tomorrow. As a network marketing company, VIP Talent Connect puts its clients face to face with the industry's hottest connections through a personalized process, fostering the right exposure to the right individuals in the entertainment arena.

VIP Talent Connect is not a national convention, contest or showcase that promises everything to everyone while delivering nothing to most. Its events are held locally and limited to the first 150 who are interviewed and selected to participate. VIP Talent Connect has offices in the Philadelphia area and in Tribeca, New York City.

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# # #

## **Top Meeting and Event Planning Company Is First to Go Green in D.C.**

### **Event Emissary Takes Service to the Next Level with Environmentally Friendly Options**

WASHINGTON, March 13, 20xx — Event Emissary, a women-owned meeting and event planning company founded in 20xx, has combined its staff's personal interests in responsible ecology with an expertise in event planning to become the first business in its local category to offer green services.

Co-founder Jenna Mack states, "We have taken extensive steps to reduce our company's carbon footprint and are educating our clients on the environmentally friendly options available to them. Event Emissary strives to create high-impact, successful meetings and events while treading lightly on the earth."

Event Emissary works with clients to determine all the ways their events can be more environment friendly, while leaving the level of green visibility and transparency up to each individual client.

"We call them meetings and events with eco-flair," says Mack.

"It's our job to find innovative earth-conscious solutions and offer them to our clients. We recognize that not every recommendation may fit a client's program or current corporate culture, so we provide the opportunity for our clients to determine just how green they want a program to be," comments co-founder Stephanie Campbell.

There are plenty of environmentally responsible options available when it comes to event planning - and many of them don't cost more than the standard products or services. Mack and Campbell raise awareness of these options, which clients may never have considered, and help turn an ordinary event into a "green" one.

Event Emissary's unique services enable clients to take advantage of: environmentally friendly hotels and conference or meeting venues; caterers that offer sustainable, local and organic cuisine; composting of food waste and collection of recyclables at the event; recycled or recyclable materials for use whenever possible for brand marketing materials; travel arrangements, shuttles, valet services, door-to-door staff escorts and public transportation incentives; contingency planning; and much more.

"If every aspect of a meeting or event was guaranteed to be flawless, then meeting and event planning would simply be a matter of organization and attention to details. Event Emissary takes it a step further - we help make green events possible, prepare for every conceivable contingency and are ready to improvise in any situation," says Mack.

## About Event Emissary

Founded in 20xx by Jenna Mack and Stephanie Campbell, Event Emissary has quickly become a rising star among Washington, D.C.'s destination management companies. Events Emissary has been recognized by the Washington Business Journal as one of Washington, D.C.'s Top Meeting and Event Planning Companies and for designing and executing hundreds of successful corporate, non-profit and government events over the years.

Event Emissary specializes in venue management, destination management and corporate retreats. Its full-service planning can include hotel contracting, food and beverage management, printing, awards and amenities, full travel services, meeting production and contingency planning.

To learn more about the company and its green service offerings, visit <http://www.eventemissary.com/>.

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# # #

## **Cecilia De Bucourt Unveils Clothing Collection on [www.cdbstore.com](http://www.cdbstore.com)**

### **Model Turned Designer Features One-of-a-Kind Fashions on Exclusive New Site**

NEW YORK, Oct. 1, 20xx — CDB Inc. announces the launch of its e-shop (<http://www.cdbstore.com>), the exclusive purveyor of the unique fashions of Cecilia De Bucourt (<http://www.ceciliadebucourt.com>).

Cecilia De Bucourt's trademark "neo-gypsy" style catapulted onto the fashion and celebrity scene recently when musical performer Jessica Simpson wore De Bucourt's signature hand-crocheted shawl on MTV. Since then, De Bucourt's shawls have become a highly-visible staple of Simpson's wardrobe - and the pages of popular magazines.

An aqua asymmetrical dress designed for actress and model Paris Hilton also has become a fashion sensation and is now available exclusively at <http://www.cdbstore.com>.

De Bucourt, who modeled for the industry's top agencies for 15 years before taking up fashion design full-time, has designed for Marciano, Guess, and Arden B., and her inventions occupy a much-coveted wall at Barneys New York. She was featured in October's VOGUE wearing a dress of her own design.

"Overnight, the dress became a must-have for fall," said Bini Mustafa of CDB Inc.

De Bucourt's clothing collection has carved out a niche in the fashion industry because of the one-of-a-kind appeal of its dresses, skirts, tops, ponchos, and shawls. The clothing is recognized for its whimsical flair, with touches of both elegance and playfulness and influences from music and dance. Dresses often feature romantic layers of raw-edged chiffon and tulle, and flirty skirts pair with sexy corset tops individualized with lacing, tie-dye, or puzzle motifs.

The piece de resistance of the collection is De Bucourt's signature shawl. Hand-crocheted in De Bucourt's native Argentina, the shawls are noted for their sensuous colors and wardrobe versatility.

Each piece in De Bucourt's collection is crafted by hand, often with hand-painting or embroidery. Despite these meticulous details, the fashions sell at lower prices than those of competitors.

Founded in 2000, CDB Inc. opened the online store recently to create an exclusive outlet for De Bucourt's clothing. The e-shop (<http://www.cdbstore.com>) is the single venue online to purchase the authentic Cecilia De Bucourt clothing collection.

CDB Inc. will update <http://www.cdbstore.com> seasonally to feature all of Cecilia De Bucourt's latest designs.

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# # #

## **Trucking Magazine Helps Drivers Battle Obesity**

### **Five long-haul truckers participate in year-long Fit for the Road program**

TUSCALOOSA, Ala., March 6, 20xx — Stress, time constraints and the ready availability of unhealthy food leave many Americans frustrated in their desire to lead fit, healthy lives. Nowhere is that frustration more prevalent than among over-the-road truck drivers, who can work up to 14 hours per day, drive more than 100,000 miles per year and face limited food choices combined with little opportunity for exercise.

Recognizing the challenges its trucker readers face, Truckers News magazine launched Fit for the Road, a year-long program designed to help them take steps to lead healthier lives. More than 350 applicants completed a health form and wrote an essay about why they wanted to lose weight and adopt a healthier lifestyle. The essays highlighted long years of struggling with diet and exercise and the fear of losing their commercial driver's licenses because of high blood pressure or insulin-requiring diabetes.

The five truckers chosen to participate received a complimentary weight-loss and fitness program designed by a dietician and medical doctor to fit their individual health needs. Beginning this month, Truckers News will follow their journey through the pages of the magazine and through blogs kept by each participant (<http://www.fit4theroad.com>). The participants, who are featured in the March issue of Truckers News (<http://www.truckersnews.com>) are:

— 42-year-old Nancy Younger, Kothleen, Fla., who drives for WRY Enterprises. Her goal is to lose more than 100 pounds.

— 42-year-old Albert Morales, Port St. Lucie, Fla., who drives for Marten Transport, also wants to lose 100 pounds.

— Husband-and-wife team drivers Terry and Carey Hill want to lose 100 pounds and 75 pounds, respectively. The San Antonio, Texas, truckers drive for Swift Transportation.

— John Shook, 38, a Mount Vernon, Ill., owner-operator leased to Landstar-Ranger. Shook wants to lose 55 pounds.

## About Truckers News

For more than 30 years, Truckers News has been the No. 1 news and lifestyle publication for over-the-road truckers. More than 100,000 copies of this award-winning publication are distributed monthly at premier truck stops and travel centers nationwide.

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# # #



## **Kosher Foodies No Longer Relegated to Plain Old Kosher Salt**

WOODINVILLE, Wash., Nov. 15, 20xx — What do SaltWorks' sea salts have in common with Oreos? They've been granted the enviable Certified Kosher designation by the highly respected global entity Orthodox Union. This is a great victory for kosher-eating gourmets, as "kosher" and "sea salt" rarely exist on the same label.

After inspecting SaltWorks, Inc.'s warehouse and factory, representatives of the Orthodox Union (OU) have granted the designation to each of the unique sea salts manufactured and sold by SaltWorks-with the exception of any smoked sea salt (<http://www.seasalt.com>).

The New York Times acknowledges the OU "coveted seal of approval" as one of the world's most recognized trademarks. Forbes magazine writes, "If you want to know your food is kosher, look for the OU symbol."

When asked why the company decided to go kosher, Mark Zoske, founder and President of SaltWorks, acknowledged market pressure, saying "literally hundreds of our clients have asked us to get our gourmet sea salts kosher certified." This latest certification is another feather under the cap of a company that prides itself on using traditional harvesting methods, including sustainability.

Going kosher gives a company a clear competitive edge. Americans are eating kosher foods every day, whether they know it or not. Large companies like Heinz, Coca-Cola, Hershey's, and Kraft/Nabisco are certified by OU. According to <http://www.oukosher.org>, the OU logo "has become an increasingly important marketing device which generates additional revenue ... Supermarkets favor brands with the OU certification because it gives the product a competitive edge that makes it sell faster." Supermarkets go on to report that kosher products can expect better shelf space, and will outsell non-kosher competition by 20%.

America is experiencing a gourmet revolution, visible in everything from wine sales to the increase of organic and sustainable products, and the interest in artisan sea salts from around the world. Just last month Oprah put SaltWorks' Ultimate Salt Sampler by the Artisan Salt Company on her holiday gift guide for 20xx. At last, kosher foodies have an abundance of all-natural sea salts to choose from due to SaltWorks' efforts to go kosher.

About SaltWorks, Inc.

SaltWorks is a specialty salt company that stocks over two million pounds of sea salt in 50 different varieties. SaltWorks prides itself on its approach to the sea salt business, focusing on traditional harvesting methods, sustainability, natural processes and quality. To learn more, visit <http://www.seasalt.com>

For more information about this topic please call Naomi Novotny at 800.353.7258 or e-mail [Naomi@seasalt.com](mailto:Naomi@seasalt.com).

# # #

## **Night Hospitalist Company, LLC Launches First Nighttime Hospitalist Telemedicine Solution**

ROLLA, Mo., June 24, 20xx — As hospitals struggle to staff their floors in the face of an ongoing shortage of hospitalists, one company has introduced a cost-effective way for hospitals to maintain safe continuity of care. Night Hospitalist Company, LLC (NHC, <http://www.nighthospitalist.com>) provides nighttime hospital coverage by telephone — and demand is so great the service will soon be available nationwide.

Hospitalists — physicians working full-time in hospitals, instead of dividing their time between private practice and hospital rounds — are in such short supply, many daytime hospitalists are being overworked. Hiring a full-time nocturnist, or nighttime doctor, is expensive.

NHC, by comparison, provides reliable telephonic care from 7 p.m. to 7 a.m. for a fraction of the cost of hiring a staff physician. All NHC physicians are Board-certified or Board-eligible internal medicine M.D.s or D.O.s with extensive hospital experience. Each is qualified to handle emergency room calls, floor calls and stable ICU admissions. The NHC solution is seamless and designed to free hospitals up to concentrate their resources on patient care: NHC covers its own physicians' malpractice insurance and documents all patient-related activity overnight using a web-based proprietary software called MDHandOff (<http://www.MDHandOff.com>). All overnight changes in medical management are transmitted to the correct hospital floors for insertion into patients' medical records. The company contracts directly with hospitals for ease of billing.

"NHC is the first solution of its kind," stated company founder Dr. Yomi Olusanya. "We exist to give hospitals a viable way to provide high-quality patient care at night at a cost far lower than that of hiring on-site physicians. Our clients are not only weathering the hospitalist shortage and unexpected physician absences, they're actually finding NHC to be a real alternative to full-time nocturnists."

NHC physicians are also available to cover night calls for physicians in private practice as well as for nursing homes and acute care facilities. The company is currently evaluating telemedicine vendors, with an eye to remotely examining and evaluating patients via video telemetry. NHC serves facilities in Missouri but will soon have night hospitalists practicing across the U.S. To learn more, visit <http://www.nighthospitalist.com>.

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# # #

## **Company Leaders Favor Proactive Measures to Boost Declining Employee Morale, Reveals MAP's Quarterly CEO Survey**

LOS ANGELES, Oct. 14, 20xx — Just when they thought things couldn't get any worse, CEOs are now seeing a drop in employee morale. Once again, it's the United States economic crisis that's to blame. Nearly three-fourths of CEOs link suffering staff attitudes to the economic climate, according to the 20xx Management Action Programs Inc. (MAP) Quarterly CEO Survey conducted by MAP (<http://www.mapconsulting.com>) and Vantage Research (<http://www.vantage-research.com>). However, while business leaders cannot control the impact the economy has on their employees' overall lives, they are taking steps designed to boost confidence in their organization and inspire productivity.

"Low employee morale, regardless of its cause, is infectious, and company leaders must take proactive steps to improve their employees' outlook," says Lee Froschheiser, president/CEO of MAP, a veteran business-consulting firm that has accelerated sustained growth for over 13,000 companies and 160,000 executives since 1960. "Interestingly, the majority of the CEOs who have experienced a drop in their employees' morale have also rated revenue growth as their number-one priority. But to support growth objectives, these business leaders need their employees to be fully aligned to the goals."

The first step in tackling this issue is acknowledging it exists, which is what many of the surveyed CEOs are doing. The next step is motivating the workforce, which inspires confidence and increases productivity. How are CEOs motivating their employees? According to the survey, when CEOs were asked to choose the most effective ways to motivate, the respondents' top three picks included "financial rewards/benefits," "communications/keeping employees informed," and a "quality of workplace culture."

"Money talks, especially in a hard-hit economy, but a bonus or financial incentive isn't the only conversation on the table," Froschheiser says. "Savvy CEOs are generating energy within their companies by being transparent about their successes and failures, and keeping the lines of communication open. They are challenging employees to set higher goals, empowering their hires, glorifying their works, and demonstrating their role in the company's future. These tactics may seem fundamental, but these basic strategies really do work."

In addition, the survey uncovered other newsworthy topics, including:

- \* Workers are "staying put," as 77 percent of CEOs say their companies are not experiencing high levels of voluntary employee turnover.

- \* CEOs are seeking ways to contain costs. They're focusing on cost containment as much as revenue growth.

\* Company leaders predict the beginnings of economic recovery in late 20xx. Since January 20xx, optimism about a recovery has waned, according to previous quarterly MAP surveys.

For more information, visit: <http://www.mapconsulting.com/>

#### About MAP

Management Action Programs Inc. (MAP) offers business leadership training and consulting services to organizations nationwide through its Western U.S. offices. MAP has an active alumni network, providing its supporters online seminars and value-added communications.

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# # #

## **SellingLTC.com Debuts New Long-Term Care Insurance Power Lunch Sales Training Series**

ATLANTA, Aug. 29, 20xx — SellingLTC.com, LLC, the leader in providing long-term care insurance sales and marketing solutions for insurance producers, today announced its new Power Lunch Sales Training Series designed to teach producers how to set more appointments and close more long-term care insurance (LTCI) sales.

The Power Lunch Sales Training Series will be conducted via web seminars and offered free to all who wish to attend. The 30-minute sessions, which are to be held monthly, will cover everything from sales psychology, communication techniques and closing skills, to the latest industry changes like the Deficit Reduction Act of 20xx. "The sessions are designed to benefit anyone who wants to increase their knowledge and understanding of how to effectively market and sell more LTCI," said Phillip W. Sullivan, President of SellingLTC.com.

Each session will be conducted by Sullivan, who has been successful in the LTCI market since 1989. He is a nationally recognized sales trainer who has trained over 20K agents how to succeed in the LTCI market. He also was a featured speaker this past April at The National LTCI Sales Training Conference in Nashville. "Without proper guidance and direction LTCI can be a tough market in which to succeed. Many times a consistent flow of new ideas and sales concepts can dramatically increase an agent's chances of success. We have been offering training assistance in the form of our web-based subscription products, sales systems and a sales tip which has been emailed to nearly 30K producers each month for the past six years. The Power Lunch Series is a natural extension of those services," said Sullivan.

The Power Lunch Series will bring the best of Phillip W. Sullivan's sales training right into your office. Sullivan continued, "If you are searching for ideas and strategies which will elevate your LTCI sales, make sure you attend an upcoming session."

To learn more about SellingLTC.com's Power Lunch Series and its full suite of web-based LTCI sales and marketing products, including its popular LTCI Custom Websites, subscriptions to SellingLTC.com Professional - a complete LTCI sales and marketing support website for insurance producers, its new DRA Marketing Pak and its One-Call Close LTCI Sales System - Presenting with Purpose/Closing with Conviction, visit SellingLTC.com at <http://www.SellingLTC.com>.

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# # #



## **Identity Finder Announces Identity Theft and Data Loss Prevention Affiliate Program with Industry-Leading Commission Levels and Performance Bonuses**

### **Privacy Software Can Ease Customers' Fears of Identity Thieves While Promising Greater Affiliate Earning Potential**

NEW YORK, Dec. 16, 20xx — According to a recent study, 75% of Internet users are concerned about identity security during online shopping\*. With the holiday season upon us when so much shopping is done online, this concern is at its height. Identity Finder, a provider of identity theft prevention and data loss prevention software, announced the recent launch of its affiliate network. Identity Finder affiliates can help their customers and contacts take proactive steps to protect their privacy and their online information with software products that inhibit identity fraud before a breach occurs.

Identity Finder Affiliate Members earn an industry-leading 30% commission on each order. In addition, the first three affiliates generating 100 paid customers will each receive a \$1,000 bonus. Identity Finder also offers members a comprehensive mix of marketing tools to simplify customer acquisition efforts. These tools include compelling online banner advertisements, gripping customer emails, as well as relevant articles for content on blogs, websites and other communication vehicles. Easily accessible sales tracking information keeps affiliates up-to-date on their selling status.

“We are eager to help affiliates provide peace-of-mind to their customers who are constantly struggling to protect their personal information from hackers and identity thieves,” states David Goldman, President of Identity Finder. “As an added incentive, our unique commission structure offers the opportunity to maximize their website’s earning potential right from the start.”

Identity Finder provides easy-to-use software products that prevent identity theft by discovering and protecting personal information in files, emails, web browsers, and system areas on personal and work PCs; the same information hackers try to steal. Proprietary AnyFind search technology beats those hackers at their own game by using advanced, in-depth techniques to find private data no matter where it is buried. Anti-virus programs do not offer the same level of in-depth protection. PC Magazine, PC World, Smart Computing, and Laptop Magazine have all reviewed Identity Finder this year and given praise.

This holiday season, it is projected that online sales will top \$44 billion\*\*, with the majority of these transactions conducted using credit and debit cards. “Identity Finder provides valuable protection for password and account number information typically stored on personal computers,” added Goldman. Identity Finder affiliates can round out their website’s offerings with products providing identity security, most important during this peak online shopping period.

To learn more or become a member of the Identity Finder Affiliate Network, visit <http://www.identityfinder.com/affiliates> for more information.

About Identity Finder, LLC:

Identity Finder, LLC is a leading niche innovator of privacy technologies. Founded in 20xx and headquartered in New York City, the company specializes in developing security and privacy software solutions that meet business and consumer needs. The company's technologies have been used by millions of people in more than fifty countries.

\*Pew Internet & American Life Project, February 13, 20xx.

\*\*According to Forrester Research.

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# # #

## **Jagen(TM) Investments, LLC Introduces New Concept in Institutional Investing and Tax Planning**

HENDERSON, Nev., Dec. 2, 20xx - Following 18 months of high-level research by company founder Joe O. Luby III, CFP(R) and five attorneys — including international estate and tax planning expert Roy M. Adams — Jagen(TM) Investments, LLC (<http://www.jagenfunds.com>) has unveiled a proprietary new way for accredited investors to access institutional-level investment opportunities with notable tax and IRA conversion efficiencies.

Jagen(TM) Investments' institutional management partner is Nuveen Investments, LLC. Nuveen has designed an investment portfolio exclusively for Jagen(TM) that is normally available only to institutional investors with an \$80 million minimum account size. Jagen(TM), however, gives accredited investors access to the Nuveen portfolio for as little as \$1 million.

But the real advantage to investors lies in Jagen's(TM) unique valuation structure. The strategy is designed as a series of specialty limited liability companies (LLCs) that allow likeminded individual investors to pool their assets and invest at the institutional level using portfolios, investments and managers they could not typically access on their own. Jagen(TM) units are not publicly traded and are subject to substantial liquidity restrictions. Together, Jagen(TM)'s illiquidity, lack of marketability and other factors equal discounts.

Each Jagen(TM) entity is required to have a qualified appraisal performed annually to report the fund's fair market value (FMV) by December 31. The FMV is likely to be less than the fund's net asset value (NAV). To illustrate the valuation principles behind the Jagen(TM) concept, Luby uses an example of a fund with a NAV of \$1 million and a FMV of \$700,000. All tax proceedings, including estate and gift tax, will be calculated on the FMV, leaving a portion of the NAV untaxed.

But even more significantly, IRAs and conversions from traditional IRAs to Roth IRAs will also be taxed on the FMV at time of conversion. The tax savings can easily be \$100,000 or more per \$1 million of NAV. The Jagen(TM) strategy is the only structure in existence to give investors that kind of tax break on IRAs.

"Jagen(TM) is designed to apply discount valuation principles to the income tax liability on IRA distributions, as well as to the gift tax, estate tax and generation skipping transfer tax (GST) realm," explained Luby. "It is the only solution to the big IRA tax problem."

Accredited investors interested in learning more about Jagen(TM) can visit <http://www.jagenfunds.com> or request a fund brochure directly from Luby at [jluby@jagenfunds.com](mailto:jluby@jagenfunds.com). Potential investors should not rely on this press release in making investment decisions. This press release does not constitute an offer to sell or the

solicitation of an offer to buy securities. Past performance is not indicative of future results.

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# # #

## **Trial Solutions Announces Partnership with earlyCASE(TM) to Deliver SaaS eDiscovery Early Case Assessment Solution**

HOUSTON, Dec. 23, 20xx — Trial Solutions (<http://www.trialgraphic.com/>), a leader in providing litigation support technology, services and consulting, has announced a partnership with earlyCASE(TM), an innovator in advanced early case assessment software for eDiscovery. Terms of the partnership enable Trial Solutions to provide earlyCASE(TM) to the members of its national litigation support service provider and computer forensics alliance networks.

earlyCASE(TM) is a Software-as-a-Service (SaaS) web-based eDiscovery application which uses an on-demand deployment model (runs on your local PC) and analyzes the Electronically Stored Information (ESI) that your computer can access without the data ever leaving your computer or network. earlyCASE(TM) allows you to identify, analyze, filter and cull your data before it is processed for discovery. It supports multiple languages, extracts metadata, generates hash values, detects duplicates and creates a local inventory database of documents and emails.

“Organizations spend millions of dollars annually on Electronic Data Discovery (EDD) and document review,” states Brad Jenkins, President and CEO of Trial Solutions. “By assessing data early and reducing the amount of data that has to be processed, earlyCASE(TM) has the potential to enable our Litigation Support Providers to save their clients millions of dollars per year in eDiscovery processing and review costs,” continues Mr. Jenkins.

Trial Solutions states that earlyCASE(TM) will be an excellent addition to its Litigation Support Ecosystem(R), which already includes enterprise-class Electronic Data Discovery (EDD) and ImageDepot(TM), its industry-leading Online Review Tool (ORT).

“With the addition of earlyCASE(TM), we now have a complete end-to-end wholesale eDiscovery solution for our Litigation Support Service Providers to offer to their client base,” states Mr. Jenkins.

“The partnership will immediately bring earlyCASE’s best practices early case assessment to over 90 metropolitan markets in the US and Canada. Early case assessment has been proven over and over to save money; earlyCASE(TM) takes this to a whole new level.” states Tom Strack, President and CEO of earlyCASE(TM).

### About earlyCASE(TM)

Atlanta-based earlyCASE(TM) is an innovator in advanced early case assessment for Electronically Stored Information (ESI) and eDiscovery. earlyCASE(TM) is a Software-as-a-Service (SaaS) based eDiscovery application which runs on your local PC and analyzes the ESI that your computer can access without the data ever leaving your

computer or network. earlyCASE(TM) is a trademark of Level 9 Corporation. For more information about earlyCASE(TM), please visit <http://www.earlyCASE.com>.

#### About Trial Solutions

Trial Solutions is a leading end-to-end litigation support technology company offering the Litigation Support Ecosystem(R). The company accomplishes this by offering litigation support firms and their clients computer forensic consulting, specialized electronic discovery services, litigation support software as a service (SaaS), and related document processing and review services. Its primary brands include ImageDepot(TM), Attorney Solutions and Discovery Law, which reach 90 metropolitan regions throughout the United States and Canada. For more information about Trial Solutions, please visit <http://www.trialgraphic.com>.

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# # #

## **National Hostage Survival Training Center Opens Doors**

### **New Center Seeks to Give U.S. Citizens Training and Tools to Reduce Abduction Risk in Age of Increased Threat**

SPOKANE, Wash., Sept. 29, 20xx — The National Hostage Survival Training Center (<http://www.hostagesurvival.com>) opened this month in Spokane, Wash., bringing to the public sector its mission of training and educating at-risk U.S. citizens to avoid and survive abduction at home, work, and abroad.

Led by Randy Spivey, who managed the hostage survival training programs in the Department of Defense from 1997-20xx, the Center features a world-class faculty with expertise in crisis prevention, crisis management, and crisis recovery.

Spivey, President of RS Consulting, which founded and operates the Center, explained, "All training at the Center is based in real-world experience and emphasizes hands-on practice. Cutting-edge psychological advances in survival skills and strategies are core components of our training."

Spivey also noted that the Center's training material is consistent with guidance from the State Department, Department of Defense, Department of Justice and Department of Homeland Security. RS Consulting currently provides hostage survival training to the U.S. Congress, State Department, Department of Homeland Security, Department of Defense, Department of Justice and numerous regional law enforcement agencies and corporations.

Topics covered in the National Hostage Survival Training Center curriculum include:

- Understanding the Threat of Abduction in Today's Environment
- Imperative Rules for Safe Travel in Foreign Countries
- Detecting Surveillance and Countering it
- Goals and Motivations of a Hostage Taker
- Five Keys to Surviving a Hostage Situation
- Skills for Coping with Isolation in a Hostage Environment
- Five Topics to Avoid Discussing with a Hostage Taker
- The Critical Role a Hostage Plays in the Negotiation Process

- Role of a Hostage's Family
- Dealing with Demands for Ransom
- Interfacing with U.S. Government Agencies
- Critical Considerations when Assessing the Possibility of Escape
- What to do During a Rescue Attempt
- How to Reintegrate Successfully Following a Hostage Detention

These topics are featured in live training seminars across the country. Seminars are designed for a number of at-risk target audiences, including corporate leadership, federal and state officials and policymakers, international travelers, journalists, humanitarian workers, and spouses of any of these participants.

Spivey commented, "We proactively save lives through crisis prevention education and training, but we are there with crisis management and recovery when our clients need us. Ultimately, we are here to help out clients save lives, save money, and save face."

For additional information on the Center's training, client testimonials, or to sign up for the Center's newsletter, visit the National Hostage Survival Training Center at one of the following links:

<http://www.hostageprevention.com>  
<http://www.hostagesurvival.com>  
<http://www.homelandtraining.com>

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# # #



## **American Biofuels Council Launches ‘Certified Biofuels Educator’ (CBE) Program to Provide Professionally Trained Biofuels Experts to Local Communities**

MIAMI, Sept. 12, 20xx — The American Biofuels Council (ABC), a national grassroots communications network for the advancement of biofuels adoption, announced today that it has launched the Certified Biofuels Educator (CBE) program to train and certify government, corporate, and school staff as well as community volunteers in providing accurate and comprehensive biofuels information.

Sean O’Hanlon, Founder and Executive Director of the ABC, said, "There is enormous demand for this type of program. Government departments, corporations, schools and community groups want to talk to someone who combines local community knowledge with up-to-the-minute awareness of biofuels. Too many people who talk to them have little knowledge, or an axe to grind. This program will solve that problem."

The CBE course consists of a home-study reading program followed by a weekend of live instruction covering eight modules. CBE candidates will receive training on each type of biofuel including advantages and disadvantages of each, regional considerations, availability of fuels, transition plan development, and community group communications skills. They will also receive comprehensive training on biofuel feedstocks. The course is capped by a proctored examination, and successful candidates will receive the CBE designation. CBE holders will be required to take continuing education courses to retain their Certificate.

"Our goal is to have 500 CBEs trained and certified within the next 12 months," said O’Hanlon. "We are excited about the impact that CBEs will have in reducing the carbon footprint of their departments, enterprises, schools and groups, as a new, professionally trained resource for their communities."

The program is open to all US residents over the age of 18, and applications can be downloaded at <http://www.americanbiofuelscouncil.com>. The courses have a nominal charge for materials, but are taught by ABC volunteers. The first examinations are scheduled for Miami, FL on October 20-21, and will rapidly expand across the country in the 4th quarter of 20xx.

"As a nation, we need to reduce our dependence on foreign oil by producing fuel domestically," said Mr. O’Hanlon. "In addition, biofuels are virtually carbon neutral, contributing little in the way of greenhouse gases to global warming, unlike fossil fuels," he said. "Last but not least, producing our own fuel creates jobs and helps reduce our trade deficit, and since biofuels are produced from various sources of biomass, the supply is almost limitless."

ABC's mission is to advance the uses of alternative fuels and other products derived from biomass, by promoting research, development and education on the use of biofuels. It brings information to consumers, enterprises and local governments, and, in turn, represents the grassroots at the national level.

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# # #

## **New Generation of Dads Goes Online to Find Support, Advice on Fatherhood**

CHICAGO, June 10, 20xx — In this age of web 2.0, more parenting conversations are happening online. One new website has opened up these conversations for a segment of parents typically ignored by media - dads. Savvydaddy.com was launched by Chicago suburb resident Tony Chen in April 20xx because, "I needed it myself." Chen continues, "There are so many questions I faced as a new father, and I had nowhere to turn. I decided to start a web community I would be passionate about using myself."

Since the launch two months ago, hundreds of dads have started conversing on everything from good scotch recommendations to bringing out the leader in your child to military dads adjusting to family life. In one particular instance, a group of dads started talking about how to talk to their kids about their racial heritage. Chen remarks, "We literally had a Chinese-American, a Dutch Australian, and a Presbyterian Southerner chatting about how to give our kids a sense of where they came from. Meanwhile, there were ten dads in a separate thread debating in what order their kids should watch the six Star Wars movies."

While numerous websites exist for moms, websites exclusively for dads are few. As more and more of America's 25 million dads take a more proactive role in parenting, and more dads choose to stay at home (some estimate 300,000 stay-at-home-dads), websites like Savvydaddy.com fulfill an important niche.

"Time Magazine calls it 'Fatherhood 2.0.' Being a dad has changed - in some sense, we are charting our own path. So many dads have thanked me for giving them a voice. They thought they were alone in this daddyhood journey, but it turns out there's a passionate band of proactive dads who face the same issues and who want to positively impact society," Chen said.

Notable to Savvydaddy.com is its commitment to positive societal change, donating a portion of their proceeds to a children's charity voted upon by the community of registered users. Also, both Savvy Daddy bloggers have chosen charities that Savvy Daddy contributes to on their behalf. Anthony Romanelli, a middle-school English teacher in Naperville, IL, says, "As a cancer survivor, donating to Children's Memorial, and to cancer research specifically, was a perfect fit." Won Kim, an editor living in NYC, gives to a Cambodian missionary that works with orphans. Kim believes that "being a great dad isn't just about being there for the family," and continues, "I hope my sons will see that generously helping others is a core value in my life."

## About Savvy Daddy

Savvydaddy.com is a web magazine and online community for dads who want to be the best dads they can be. Through combining insights and perspectives from real dads with unique research-driven articles, Savvy Daddy provides the information and connection points that all dads need with a thoughtful smirk.

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###

## **Paladin Registry Announces New Education Service for Consumers Selecting Their First Financial Advisor**

SACRAMENTO, Calif., June 19, 20xx — After extensive consumer research, the Paladin Registry, a free, independent, objective source for consumers who use the services of financial planners and advisors, added a new type of content for consumers who are selecting a financial advisor for the first time. The content can be found on the Registry's home page under Information Center.

Jack Waymire, co-founder of the Registry and author of "Who's Watching Your Money?" (ISBN 0471476994, John Wiley & Sons, 20xx), said, "About 2 million consumers hire financial advisors for the first time each year. Most often, this need for professional advice occurs when they move retirement assets from company 401(k) plans to IRAs. Most consumers aren't experienced investing such large sums of money - particularly when asset performance impacts their future standard of living and financial security."

Consumers know they need advisors, but don't know much about them. That includes issues such as how to determine advisor quality, what is reasonable compensation, what services they need from professionals, and what their expectations should be. Most consumers are also concerned about advisor ethics because they have read stories or heard about advisors who take advantage of less experienced investors.

A recent Registry survey indicated consumers want an impartial source that will provide them with objective information about advisors. Those surveyed did not believe they could obtain factual information from advisors who are trying to sell them investment and insurance products.

"Advisors aren't selling vacuum cleaners," Waymire said. "Their advice and recommendations will determine the financial security of millions of Americans during retirements that may last for decades. When consumers don't know how to determine advisor quality, they expose their retirements to a major risk - bad advice that undermines the achievement of their goals."

"It's much easier for consumers to learn to select quality professionals than it is to learn to do the planners' and advisors' jobs themselves," Waymire added. "If consumers spend two hours viewing and listening to the seminars in the Registry's Information Center, they will know enough to protect themselves from bad advice and select high-quality professionals. It doesn't take very much time to learn who can help you achieve your goals and who represents a major risk to your future financial security."

## About Paladin Registry Inc.

Founded in 20xx, Paladin Registry is an independent, objective information services company that provides four free public services to consumers who use the services of financial advisors: Awareness & Education programs, Advisor Search Services, Advisor Documentation Services, and Advisor Rating Services. For more information, visit Paladin Registry at <http://www.paladinregistry.com>.

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# # #

## **Author Pens Pet Guardian Self-Defense Manual**

GREENWOOD VILLAGE, Colo., Nov. 24, 20xx — Devoted dog owners know the dilemma - my dog is old and has health issues: I know he doesn't feel great, but how should I know when to let him go to the big dog park in the sky?

James D. Schwartz, a retired Colorado fee-only financial planner, knows the problem well. "A large number of guardians (pet owners) have told me the same thing about asking their vets when it's time to say goodbye. In response to the question: 'How do we know when it's time?', the response is something like, 'Oh, you'll know when it's time,'" he writes.

This answer wasn't good enough for Schwartz, owner of three standard poodles. He began to research this and other issues, including pet vaccination laws and public policy, micro-chipping, the low down on picking the right veterinarian, pet health insurance and more. Schwartz has, in fact, done an exhaustive analysis on the current state of the small-animal veterinary industry, leading him to publish his research and conclusions in his book, "Trust Me: I'm Not a Veterinarian!"

Schwartz has created what amounts to a pet owner's self-defense manual, offering advice on everything from pet cremation to up-to-the-minute facts on controversial pet vaccination practices and the frequent life-threatening or fatal results vaccination can have on older animals.

Experience with vaccination and his dogs Buddy, Nicki, Moolah, Elle, Max, Ricki and Moses led Schwartz to question and examine the science, practice and public policy of pet vaccination, leading him to the conclusion that veterinary vaccination practices, evidently dangerous to pet health, are in actuality a huge cash stream to small-animal vet practices. In his book, Schwartz deconstructs the financial and legislative implications for our pets that, in most cases, function as family members.

Schwartz also founded the Next-To-Kin Foundation (<http://next2kin.org>), a private, not-for-profit, tax-exempt organization that believes that "dogs, cats and other pets so enrich our lives that we should recognize our pets/companion animals legally and even legislatively as 'beyond mere property.'"

The book "Trust Me: I'm Not a Veterinarian!" is available at <http://www.amazon.com>. For more information, contact Mr. Schwartz at 303-850-9166.

###

## **FDA Approves Orphan Drug Status for Revolutionary Cancer Drug for Children**

LOS ANGELES, Oct. 20, 20xx — The Cure Our Children Foundation, a nonprofit charitable foundation dedicated to children, announced today that the U.S. Food and Drug Administration (FDA) has approved the Orphan Drug Designation of the foundation's unique drug product for children with Ewing's Sarcoma cancer. The efforts to develop this drug were made possible by the generous volunteers and researchers in private industry and at two universities.

Orphan Drug status allows for recognition of the potential viability of a drug therapy while providing a variety of benefits during the drug approval process. These benefits include waivers of certain FDA fees, the availability of government grants, and FDA attention and assistance during the review process.

This groundbreaking new drug combines two modern technologies: biotechnology and nanotechnology. This incredible technology is analogous to the concept of a Trojan Horse, and is expected to have very far reaching implications for other cancer treatments. The product consists of cell matter that is modified to have the same genetic code as the cancer cells, but that matter is not viable food for the tumor cells. The cell matter is then placed in a nanotechnology formulation which allows the matter to migrate through the body's own vessels directly to the tumor cells. When the tumor cells uptake the matter, they cannot reproduce, and they die. Key elements of this drug technology are:

- \* Fewer side effects may be possible
- \* The drug is directed only at the tumor cell and not at healthy cells
- \* The product is so small that it migrates right through blood vessels and cell walls
- \* This technology be applied to other diseases in the future that have a genetic component

The President of the foundation, Barry Sugarman, a 30-year veteran executive and consultant in the pharmaceutical industry, and father of son who has survived Ewing's Sarcoma, will continue the development of the drug product by raising money from individuals and foundations.

The Cure Our Children Foundation identifies important under-researched children's issues and devotes extensive resources to educate and guide parents, professionals, government and the public. The foundation website at <http://www.cureourchildren.org> receives thousands of website visits every month. The results of the research are provided as a public service, and are supported by donations to the foundation. The foundation has



a number of other research projects underway that will continue to benefit children and families.

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# # #

## **Photo Book Maker Inkubook Makes It Easy for Yahoo!, Gmail and Hotmail Users to Create Books with Friends**

### **Invite Friends to Contribute Photos to Your Photo Book and They Receive a Free Book, Too**

INDIANAPOLIS, Nov. 3, 20xx — Inkubook (<http://www.inkubook.com>) - the fun, collaborative website where users of all abilities can turn digital photos and ideas into a professionally printed photo book (<http://inkubook.com/getaddresses>) - has launched its new “address scraper” to make it even easier to invite your friends to help make a free photo book.

“Nobody has memorized all of their friends’ e-mail addresses - you’ve stored them in your online address book,” said Dave McCauley, president of Inkubook. “The new address scraper can connect to Gmail, Yahoo!, Hotmail, AOL, MSN, and Windows Live to pull those addresses together and make the process of inviting your friends to help make a photo book much quicker and easier.”

To create a free Inkubook photo book and invite your friends to join the fun:

- \* Log on to <http://www.inkubook.com/getaddresses> and sign up to start your free Inkubook photo book.

- \* Using the “Invite Friends” feature, invite a friend to join Inkubook and submit photos to include in your project. We’ll send your friend a promotion code for a free book.

- \* Finish your photo book and order it by Nov. 30 using promotion code PBK266. The code is good for one free book up to 120 pages in length.

For more information about Inkubook, or to invite your friends with the new address scraper to help create your free photo book today, log on to <http://inkubook.com/getaddresses>.

#### **About Inkubook**

Inkubook, an Author Solutions brand, is an easy-to-use online photo book creation service that enables people to make drop-dead-gorgeous photo books in minutes. With Inkubook, it’s simple to upload photos and then drag and drop them onto creative layouts to make a fantastic book. Inkubook creators can invite friends to contribute text and photos, which makes collaborative book-making fast and fun. For more information on Inkubook, or to begin creating your photo book today, log on to <http://www.inkubook.com>.

## About Author Solutions, Inc.

Author Solutions, Inc. (ASI), which is owned by Bertram Capital, is the world leader in the fastest-growing segment of publishing. Through its Author Services brands iUniverse, AuthorHouse, AuthorHouse UK, and Wordclay, ASI enables more authors to self-publish, promote, and sell their books than any other company in the world. Visit <http://www.authorsolutions.com> for more information.

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###

## **Lofts.com Makes Urban Living More Accessible in Boston**

BOSTON, Oct. 8, 20xx - Think of urban living, and lofts are likely the first homes that come to mind. There's a reason for this: Lofts are one of the fastest-growing real estate trends, thanks to their versatility, their central location and the live-work movement. Now, thanks to the new Lofts.com (<http://www.lofts.com>), Boston loft renters, buyers and sellers are more connected to the loft lifestyle than ever.

Launching first in Boston with plans to move into New York next, Lofts.com aims to be the hub of the city's booming loft market.

"Our philosophy is simple: We'll use our passion for and knowledge of lofts to help our clients find their dream lofts," explained Lofts.com president Shuki Haiminis. "We live and breathe lofts. So now we're asking Boston to let our obsession translate to buyers and renters finding their ideal lofts."

One of only a handful of real estate sites that celebrate loft living, Lofts.com agents list hundreds of lofts of various architectural styles and price points in the greater Boston area — from a \$49,000 garage loft in Worcester to multimillion-dollar lofts on the Financial District waterfront. Those not in the market to buy just yet will also find plenty of loft rentals, from an \$832-a-month Haverhill loft to a brand-new, thoroughly modern \$3,500-a-month loft in Cambridge's Central Square.

"Boston's loft market is very active," stated Yoni Haiminis, vice president of Lofts.com. "Lofts.com gives loft owners a highly visible place to list their lofts and find buyers or renters who are exclusively interested in lofts."

Loft owners can list their Boston-area lofts for sale or rent at Lofts.com. The process is quick and free, and the Lofts.com team encourages Boston loft sellers and landlords to take advantage of the new resource.

"The Lofts.com team is excited to bring our loft listings and resources to our hometown of Boston," concluded Shuki Haiminis. "We invite anyone interested in Boston lofts and loft living to come check out Lofts.com."

## About Lofts.com

Backed by a full-service, high-energy sales and marketing team, Lofts.com specializes in sales and rentals of loft properties in Boston and throughout Massachusetts. The company's agents use Lofts.com as part of a comprehensive strategy to help loft sellers, buyers and renters reach their goals. In the future, Lofts.com plans to expand into other large metro areas, including New York City. To learn more, visit <http://www.lofts.com>.

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# # #

## **Trinity Conference Center Provides First-Class Amenities Priced for Nonprofits**

WEST CORNWALL, Conn., Feb. 20, 20xx — In the foothills of the Berkshire Mountains, on 500 acres along the Housatonic River, sits a world-class conference center complete with cozy rooms, gourmet meals and comprehensive meeting services. But unlike similar for-profit centers, Trinity Conference Center (<http://www.trinitywallstreet.org/center>), a service of New York City's historic Trinity Church/St. Paul's Chapel (<http://www.trinitywallstreet.org>), is available only to nonprofit groups - and at a fraction of the cost of comparable facilities.

Its mission is to provide nonprofit groups a safe and productive place to plan their services to their constituents and society as a whole, by offering amenities and a level of service most nonprofits could not normally afford.

Trinity Conference Center takes that mission seriously. All nonprofit groups in the areas of spirituality and religion, family services, education and the environment automatically receive a minimum 50% discount off the rate they would pay for a complete meeting package at a similar executive-level, private conference center. Nonprofits with other areas of focus can apply for grants.

The Center's remote location does not prevent it from offering its guests a first-class experience. The main building houses 27 single or double guest rooms, each comfortably furnished with a telephone, alarm clock, towels, linens, a desk and a private bathroom. Four cottages add another 14 rooms. The dining room serves three gourmet buffet meals daily, with food choices available for any dietary restriction. Coffee breaks are provided throughout the day.

Internet access is available throughout the main building via wireless technology; most rooms have back-up dial-up access. The library, which offers secular and spiritual books as well as VHS tapes, has an iMac and ports available for hardwired high-speed cable access. In between meetings, visitors can explore nature walks along the river, walk the Center's labyrinth, work out in the exercise room, play billiards, ping pong or table games, or just relax in front of one of the facility's fireplaces.

In spite of its size, Trinity Conference Center's ecological footprint is minimized, thanks to the efforts of directors Wendy and Jon Denn. The Center is entirely pesticide-free, extensive water and energy conservation measures are in place, and operational procedures are designed to reduce waste.

With its peaceful setting, Trinity Conference Center seems a world away from the big-city hustle. But it is actually just two hours from New York City, an hour and a half from Albany, N.Y., three hours from Boston, and an hour from Hartford and Bradley

International Airport (BDL). A half-mile away is one of Connecticut's two single-lane covered bridges.

"We strive to make Trinity Conference Center a place where nonprofit groups can relax, focus, and ultimately do their best work," said Jon Denn. "We encourage nonprofits to contact us and learn more about how Trinity Conference Center can serve them."

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# # #

## **Shoestring Commerce Launches theSHOP**

**theSHOP offers a supply chain platform allowing smaller retailers to compete with their BOX competitors**

DENVER, Sept. 18, 20xx — Shoestring Commerce today announced the national availability of theSHOP, a next-generation online purchasing and supply chain platform designed to give smaller retailers an edge in competing with their BOX competitors.

The new service, which can be found, installed and implemented at <http://www.shoestringcommerce.com>, helps the small- to medium-sized retailer buy, receive and track vendor performance from anywhere with an Internet connection.

“When I first eliminated the paper from my order and supplier management, I couldn’t believe the amount of time I got back that I now focus on other parts of my business and taking the time to make really educated buys,” said Hilary Horan, owner of Real Baby in Denver and Boulder. “All the data is now at my fingertips including all my catalogs, which means my ordering can be done anywhere, even at a tradeshow while everything is fresh in my mind.”

Retail buying becomes much less of a chore when all your catalogs are online 24/7 using a single simple web form. Receiving directly against the order takes a big chunk out of the receiving workload and hard data on vendor performance gives much tighter control over hidden costs.

“In a struggling economy, efficiency is key to insuring a healthy bottom line,” said Sean Kennedy, President of Shoestring Commerce. “theSHOP builds that efficiency by speeding up the ordering processes and analyzing and remedying the inefficiencies found within the supply chain. Drop your costs of goods and your bottom line rises; it’s that simple.”



## About Shoestring Commerce Inc.

Based in Denver, CO, Shoestring Commerce Inc. helps small- to medium-sized retailers and manufacturers improve their business by maximizing the efficiency of their supply chain using a combination of web-based software and business-to-business technologies to ensure the highest level of b2b collaboration.

Shoestring clients include leading independent retailers in the action sport, baby, and apparel industries. For more information, visit <http://www.shoestringcommerce.com>.

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# # #

## **Graveside Memory Capsule Introduces Modern Way to Preserve Family History**

GOLD CANYON, Ariz., Jan. 16, 20xx — When Marian Ruth Stevenson, John Stevenson's beloved wife of 51 years, passed away recently, he knew he couldn't let her remarkable life story die as well. So the retired aerospace engineer came up with a technological solution: the Graveside Memory Capsule (<http://www.gravesidememorycapsule.com>). Now he is making the capsule available to other grieving families.

"There is great psychological and spiritual loss when a loved one is buried. When family and friends walk away from a new grave, all that remains is a stone that says 'John Doe, 1966-20xx,'" stated John Stevenson. "That's hardly a tribute to someone who has lived, laughed, cried, struggled and contributed his or her share to the continuity of the family, community and culture. It's time the cemetery joined the computer world with the rest of modern society."

Inconspicuously mounted at a grave site, the Graveside Memory Capsule is a weather- and age-hardened digital memory that contains the decedent's life history as recorded by his or her loved ones. The capsule can display pictures, text, audio, music, voice and video. Anyone can immediately access the memory at graveside with a laptop computer and USB cable or download it for later viewing and sharing through CD-ROM or the Internet.

To make family research easier and to provide a backup copy of the memory, Graveside Memory Capsule maintains a central "online cemetery plot" for each individual. Each graveside memory has a unique identifier, and each may carry a list of identification numbers of associated memories so family trees can be constructed via electronic search - a boon to family genealogists.

One could call the Graveside Memory Capsule a modern extension of the gravestone - one that tells the story of the life between the birth and the death. It is an invaluable service to the deceased's remaining loved ones, who typically have only a few photographs and anecdotal memories that will gradually diminish and distort with time.

At around \$500, a Graveside Memory Capsule is surprisingly affordable when compared to other burial costs. It significantly multiplies the value of the burial site, however, at a time when families yearn to do more to preserve the memory of the one who lies there. That's understandable, given that huge and mobile populations have significantly eroded the human urge to closely associate with family. Stevenson pointed out that the Graveside Memory Capsule and its communication system provide a family cohesion that is psychologically in keeping with human instinct yet rare in the modern world.

"As families become increasingly scattered and estranged in today's society, gone are the days when family histories were faithfully recorded and passed down from generation to generation," Stevenson said. "The Graveside Memory Capsule helps families ensure that their histories will not be forgotten."

Stevenson has provided a copy of his wife's memory for viewing at <http://gravesidememorycapsule.com/marian.htm>. To learn more, visit <http://www.gravesidememorycapsule.com>.

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# # #

## **Home-Based Entrepreneurs Focus on Big Picture, Not Routine Tasks with Help from GetAVirtualAssistant.com**

NEW YORK, Oct. 23, 20xx — In a typical day, there are more tasks than one home-based business owner can realistically do in eight or even 12 hours: bookkeeping, e-mails, phone calls, data entry, customer service. The list goes on—and it's all in addition to the business owner's actual, revenue-producing work. But not many home businesses can afford to hire employees to take over those tasks, much less provide office space and equipment for them.

Now veteran entrepreneur Jeffrey A. Landers, founder of Home Office Success, Inc., has a solution: Virtual Assistants, or VAs. A VA is a subcontractor, working remotely from his or her own office, who performs specialized tasks for small business owners. Those tasks include just about anything that can be done via telephone, fax or the Internet, such as handling correspondence, bookkeeping, scheduling, database/contact management, and even copywriting and Web/graphic design. Landers's new site, <http://www.GetAVirtualAssistant.com>, is a Virtual Staffing Agency connecting home-based entrepreneurs with highly skilled, certified VAs that can help them maximize their time for the business of making money.

"If a business owner is wasting precious time doing tasks that are necessary but not revenue-producing, we can find the right VA to take over those time-sucking jobs," Landers explained. "By utilizing a Project Manager and a team concept, GetAVirtualAssistant.com allows business owners to outsource specific jobs to those VAs with the skills to handle them. This is a much better approach than trying to find one jack-of-all-trades. There are very few people out there who are good at everything." In addition, this team approach usually results in jobs getting done quicker, cheaper and more effectively than any one VA could possibly accomplish alone.

To those struggling to justify the expense of hiring VAs, Landers offers advice based on his own experience: Do the math. If business owners spend hours every day on tasks like invoicing and databases instead of spending those same hours doing revenue-producing work, they're actually losing money. Hiring VAs for as little as \$35 per hour frees up the entrepreneur's time to spend on profitable tasks that likely pay much more than the VA's modest hourly rate. (If an entrepreneur's time is worth \$200 per hour, why should he or she handle routine tasks at that rate, when a VA can do so at \$35-\$40/hour?)

"VAs can do the things you dislike doing or you're not good at (should you really be doing your own bookkeeping?)," Landers said. "VAs have helped me grow my own business, and I am committed to helping other home-based entrepreneurs reap the rewards of working with VAs."

## About Jeffrey A. Landers

Jeff Landers is a serial entrepreneur who has worked in commercial real estate and has advised small businesses for more than three decades. His company, Home Office Success, Inc., has helped thousands of home-based entrepreneurs become more professional, productive and profitable.

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# # #

## **Peer-to-Peer File Sharing May Be 20xx's Greatest Identity Theft Threat: Identity Finder Software Provides Solution**

NEW YORK, Feb. 12, 20xx — According to the Identity Theft Assistance Center, throughout 20xx "criminals will continue to exploit new technologies to commit identity theft." At the top of their list of "major event" security breaches from 20xx is a case involving a peer-to-peer (P2P) file sharing network. The SANS Institute has identified file sharing applications as one of the most crucial internet security vulnerabilities. Kids & Digital Content reports that 70 percent of kids ages 9 through 14 are downloading digital music and The NPD Group has stated, "high levels of illegal peer-to-peer (P2P) file sharing" are attributed as the source of those downloads.

"Despite the severe risk of using P2P networks, their popularity is on the rise," says Todd Feinman, CEO of Identity Finder. He adds that, "Millions of Americans use file sharing to download music, movies, and games over the Internet, but don't realize they're inadvertently letting strangers download their own, their colleagues - or, in the case of kids, their parents' - financial and personal files. Our unique software provides a simple, affordable solution to protect personal information from file sharing and other privacy risks."

The problem with many of the P2P applications is that they often lead to an individual sharing everything on his or her computer! Last month, Mary Engle of the Federal Trade Commission stated, "We're concerned that consumers may accidentally share folders that contain private documents that they don't intend to share." The danger here is clear, as it is commonly acknowledged that criminals now troll file sharing networks for the sole purpose of finding sensitive data that can be used to commit identity theft.

Identity Finder has the ability to automatically find SSNs, credit cards, bank accounts, and passwords inside files, e-mails, and web browsers. It then helps individuals securely delete the data or protect the information with encryption. "By installing Identity Finder, enterprises and individuals alike can stay one step ahead of the criminals and effectively offset most vulnerabilities associated with file sharing applications," explains Feinman.

Below are two examples of 20xx's "major events" involving file sharing. In both cases, if the victims had used Identity Finder to locate their personal information, they could have verified that their file sharing program did not expose them. If the victims used Identity Finder to protect that information, it would have been unreadable by anyone who downloaded it.

September 20xx - Over 5,000 social security numbers and other personal information on customers of Citigroup's ABN Amro Mortgage Group were exposed over a P2P file sharing network. A former business analyst joined a file sharing network where people trade music and video. Work-related information that she had downloaded onto her personal computer was inadvertently shared.

June 20xx - Over 17,000 social security numbers of current and former Pfizer employees were exposed by a laptop owned by Pfizer and used by an employee. The employee's spouse used a P2P file sharing program and inadvertently shared documents containing the personal information.

About Identity Finder:

Identity Finder is a division of Velosecure LLC, a leading niche innovator of security and privacy technologies. Founded in 20xx and headquartered in New York City, the company specializes in developing software solutions that meet business and consumer needs. Best known for Identity Finder and Velosecure CAM, the company's technologies have been used by thousands of organizations in more than 40 countries. The management team is a thought leader in the industry and has been internationally published.

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###

## **Rising Golf Star ‘Z’ Brings Spirit of Community Support to Youth and Sports Fans of Metropolitan D.C.**

### **Zakiya Randall Community Golf Event Set for Sept. 15 in Prince George’s County, MD, Features Car Giveaway from Chrysler for Hole-in-One**

ATLANTA, Aug. 21, 20xx — The Creating Leaders in Sports Foundation announces that Zakiya Randall, fondly known by fans as "Z," will be playing in her native Prince George’s County, Maryland in her premier community-sponsored golf event on September 15, 20xx. Randall, 16, began golfing at the age of ten and in six short years has grown to dominate her golf demographic, winning more than 45 local and national tournaments.

Randall, by sharing her talent and dedication to excellence with other young people just like her, hopes to encourage her peers to excel in both academics and sports through hard work, commitment and community support. "I invite all golfers and golf fans - especially teens and youth - to join me in Maryland on Sept. 15. You will see firsthand the excitement of youth involvement in golf," said Randall.

Randall, poised to become a dominant player on the LPGA tour, has been featured in EBONY, GolfWeek, Sports Illustrated and African-American Golfers Digest. BlackAthlete Sports Network called her "Golf’s Next Phenom," and this year she was a finalist - and youngest nominee - for Amateur of the Year by Atlanta Sports Awards.

Randall invites major corporations, foundations, business owners, professional athletes, celebrities, sports organizations, community groups and individuals to show their support for the community-sponsored golf event and to demonstrate the importance of providing continuous support to talented youth. "This continuous support will ensure that talented youths’ dreams turn into reality, and cost does not become a hindrance to achieving greatness. This is an opportunity not to be missed - bring your family and your friends and let ‘Z’ help you win," commented Randall.

The Chrysler Corporation is a major sponsor of the event and will give away a new automobile to the lucky player who scores a hole-in-one. The event will feature additional prizes and great food. Admission is free for youth ages 10-13; \$10 for youth ages 14-17; and \$55 for adults.

For more information, please contact 1-866-920-1537. To participate in the event, register at <http://www.creatingleadersinsports.org/ZCommunityGolfEvent.asp>. To make a donation, go to <http://www.creatingleadersinsports.org/Donations.asp>



## About Zakiya Randall

Zakiya Randall, a resident of Atlanta, is a natural athlete who began playing golf after winning several junior tennis championships. In 20xx, she was overall champion of the Georgia PGA Junior Tour, and in 20xx, she earned lowest score in the U.S. Women's Open Local Qualifier in Roswell, Georgia. She was division winner and overall junior girls champion at the 51st Mid-West 20xx National Championship. Randall joined the PGA's Hole-in-One club after dropping in a shot from 180 yards out on a par-3 hole. Learn more about Randall at <http://www.zakiyarandall.com>

# # #

## **DPS Telecom Releases SNMPv3 Update to the Legendary SNMP Tutorial White Paper**

FRESNO, Calif., Jan. 24, 20xx — DPS Telecom, a leading developer of network alarm monitoring solutions, announced today that they have released an update to their most popular white paper: SNMP Tutorial.

The new edition of the white paper has been updated for SNMPv3, the newest version of SNMP.

SNMP Tutorial author Marshall DenHartog has over a decade of experience working with SNMP. As a protocol expert, DenHartog is able to give you a quick introduction to the information you absolutely must know to effectively implement and use SNMP within your network. "I've worked with SNMP on a number of levels," said DenHartog. "Because I've had experience creating SNMP systems for multiple platforms while developing SNMP-based monitoring systems for companies nationwide, I can help you quickly learn the powerful applications of SNMP monitoring."

You could read books on the subject, but if you need a strong working knowledge of SNMPv3, this updated white paper is what you're looking for.

The SNMP Tutorial white paper starts by introducing you to the basics of SNMP. The content is exclusively practical, explaining what SNMP can do to improve your network management in real-world scenarios.

The second half of the white paper covers more advanced SNMP topics, including the Management Information Base (MIB) format, SNMP packet types and structures, and layered communication. "It is important that you understand how the management information base (MIB) works," said DenHartog. "This white paper explains how the MIB functions in any SNMP protocol network."

With a glossary of SNMP terms that's been updated with new SNMPv3 terminology, the SNMP Tutorial is your valuable daily reference. If you're preparing to deploy SNMP, the white paper also includes an SNMP product guide of the best SNMP monitoring solutions available.

The SNMP Tutorial is one of over 30 white papers published by the monitoring experts at DPS Telecom. Other SNMP white papers in the series include the Practical Guide to SNMP Troubleshooting, How to Make a Low-Cost No-Sacrifice Transition to SNMP Monitoring, 5 Steps to a Successful SNMP Legacy Integration, How to Implement SNMP Monitoring in Your Network, How to Read and Understand the SNMP MIB, and 5 Essential Features to Look for When Evaluating SNMP Proxy Devices.

You can find the entire collection of SNMP white papers, an online SNMP Tutorial, client success stories, and more at <http://www.DpsTelecom.com> . To download your copy of the SNMP Tutorial white paper, visit [http://www.DpsTelecom.com/snmpv3\\_white\\_paper](http://www.DpsTelecom.com/snmpv3_white_paper) .

#### About DPS Telecom

DPS Telecom is an industry-leading manufacturer of network alarm monitoring solutions. DPS clients include RBOCs, ILECs, CLECs, gas and electric utilities, heavy and light rail transit, government agencies and manufacturers.

"DPS Telecom succeeds because we don't let our clients fail. We're committed to solving our clients' problems 100%, and we back it up with a no-risk, money-back guarantee on all our products," said DPS Telecom CEO Bob Berry.

<http://www.DpsTelecom.com>

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# # #

## **Aldis Demonstrates Traffic Management Technology at Congressional Roundtable**

OAK RIDGE, Tenn., Oct. 6, 20xx — Aldis, Inc., a leader in next-generation traffic management systems, showcased their congestion mitigation and traffic safety technology during an Intelligent Transportation Society of America (ITS America) technology demonstration in Washington, D.C. on Thursday. The technology demonstration was the finale of a roundtable discussion for Members of the U.S. House of Representatives Transportation and Infrastructure (T&I) Sub-Committee on Highways and Transit.

The roundtable discussion on Intelligent Transportation Systems (ITS) was led by House T&I Highways and Transit Subcommittee Chairman Peter DeFazio (D-OR) and included Ranking Member John J. Duncan, Jr. (R-TN). Briefing the committee was ITS America President and CEO Scott Belcher as well as other representatives from government, research institutions and private industry.

During the demonstration that followed, Aldis President and CEO James “Vig” Sherrill demonstrated the GridSmart(TM) solution to Chairman DeFazio as well as other House Committee Members and staff in attendance. GridSmart(TM) is a vision-based technology solution for intersections and highways that provides traffic monitoring, enhanced pedestrian and bicyclist safety, stop-bar detection, signal preemption for first responders, adaptive traffic management and rich real-time traffic data.

GridSmart(TM) empowers traffic engineers to evaluate and model any intersection by introducing actual traffic flow data from an intersection directly into the on-board simulator allowing for rapid signal timing optimization. Aldis’ GridSmart(TM) is scheduled for a fourth quarter release and will perpetually optimize the timing in an intersection without user interface.

“Our research indicates that GridSmart(TM) will improve traffic throughput at poorly functioning intersections by as much as 40 percent,” said Sherrill. “The result will be a significant reduction in carbon, costs, collisions and congestion.”

Other technology being showcased included advanced wireless tolling technology, real-time traffic information and navigational technologies.

“We’re honored to be a part of the ITS America community showcasing technology to the Subcommittee responsible for reauthorizing surface transportation programs,” said Bill Malkes, Chief Operating Officer of Aldis. “ITS companies are playing an important role in the future of American transportation by providing some innovative ways to improve our nation’s transportation infrastructure.”

Aldis, Inc. is a CleanTech company specializing in vision-based technologies for intelligent traffic system management and advanced infrastructure solutions. The company develops efficient traffic and energy management solutions to state and municipality partners utilizing the traffic signal asset management program, SmartWay, and the advanced intelligent traffic management solution, GridSmart. For additional information about Aldis, please visit <http://www.aldiscorp.com> or call (865) 482-2112.

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# # #

## **GordonsGuide.com Launches Educational Travel Category**

### **Adventure Travelers Show Growing Interest in Learning and Education**

FRESNO, Calif., Aug. 17, 20xx — Gordon's Guide - Adventure & Active Travel Worldwide, the leading publisher in adventure and active travel, has launched its newest travel category — Educational Travel — at <http://www.GordonsGuide.com>. The site offers 10,000 trips to 3,000 destinations in 126 countries, for vacationers of all ages, making it the largest online marketplace for adventure and active travel.

"More and more travelers are incorporating education and learning into their vacation experience, such as learning a new language abroad," said Timothy E. Gordon, founder and CEO. "We are seeing more families scrapping traditional travel plans for more meaningful and interactive vacations. This trend will continue as more vacation providers accommodate the growing demand so this category will expand. Whatever the trends may be, adventure and active travelers will find what they're looking for at GordonsGuide.com."

As part of the Educational Travel category, travelers can choose to learn about the world of art from Art History Abroad, where instructors teach on site and expose travelers to the many beautiful treasures of Italy and London. For those desiring to learn a new language and cultural immersion, Languages Abroad, a leading language-travel organization, offers to teach 30 languages in 50 countries with a variety of travel options and programs to suit travelers needs.

Additional categories at GordonsGuide.com include archeological tours, eco-tourism, culinary vacations, safaris and special interest travel categories such as family camps, women's travel and corporate team building adventures. The site also offers dude ranches, heli-skiing, ATV vacations, houseboating, surfing camps, whitewater rafting and four and five-star resorts and unique retreats worldwide.

GordonsGuide.com is designed to help active travelers easily research adventure vacations, comparison shop and communicate directly with vacation providers worldwide to ask questions and learn of trip availability via electronic requests. Travelers can navigate quickly through the site and find exactly what they are looking for without encountering frustrating, dead-end or irrelevant searches. Once travelers find their ideal vacation, they can click on direct links to vacation providers to book trips.

### **About the Company**

Founded in 1997, Gordon's Guide - Adventure & Active Travel Worldwide is a leading publishing company focusing on one of the fastest growing segments of the travel industry. Based in Fresno, California, the company publishes highly regarded magazine-style travel guides and an award-winning website, GordonsGuide.com, the premier

information resource for active travelers, offering the finest adventure and active vacations from around the world. Gordon's Guide has partnered with premier vacation providers and resorts such as O.A.R.S., GAP Adventures, Dean Cummings H2O Heli Guides, Intrepid Travel, Backroads, Fairmont, Vail Resorts, Hilton Caribbean, Forever Resorts, Intrawest, ARAMARK Parks and Resorts and Delaware North just to mention a few of the vacation providers on the site. Forbes Magazine has awarded GordonsGuide.com "Best of the Web" for seven straight years.

10,000 Trips, 3,000 Destinations, 126 Countries - 1 Web Site.

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## **The American Fertility Association Announces Plan to Help Young Women Preserve Fertility**

NEW YORK, Ocy. 30. 20xx — The American Fertility Association introduces Manicures and Martinis, a new and innovative educational program which brings young women together in a casual setting over manicures and martinis while learning the “dos and don’ts” of preserving fertility. It’s free, relaxing, fun, and educational. The series will roll through 20 U.S. cities and be hosted by leading professionals in the reproductive medical field, including Jamie Grifo, MD, PhD, of NYU School of Medicine.

The goal of the program is to bring young women the necessary information to help them preserve all of their fertility choices if and when they choose to use them, and inform young women of early treatment options should they need them.

Most young women in their 20’s and early 30’s are more interested in avoiding pregnancy than becoming moms. Choices made early on can effect whether a young woman will have the ability to become a mom later in life. There are things one can do to help prevent infertility: avoid exposure to certain environmental toxins; protect against sexually transmitted infections; and plan a family with the knowledge that fertility does decline with age.

Manicures and Martinis is the brainchild of Corey Whelan, Director of Development for The AFA, who was told at age 19 she’d never be able to have children. Sure enough, when she began trying in her 30’s she struggled, but thankfully conceived twins through In Vitro Fertilization.

“As a mom, I feel very protective of young women today. Through The AFA, I have the ability to educate them about making choices - from going green to the possibility of freezing their eggs - in an appealing format. I know I would have been happy to attend a Manicures and Martinis at 25, but you couldn’t have dragged me to an infertility seminar,” says Whelan.

Manicures and Martinis will be held at some of the nation’s finest and trendiest nail salons and restaurants with the first event taking place this winter at Dashing Diva Nail Salon in New York City. The AFA chose Dashing Diva because of their commitment to women’s health and focus on formaldehyde-free nail polishes.

The AFA will launch this initiative with a recipe contest for the Fertilitini(TM), the special drink that will be served at all of the events. The AFA has already received enthusiastic encouragement from its supporters and expects Manicures and Martinis to be a tremendous success.

The AFA acknowledges Schering-Plough, the inaugural sponsor, for having the vision to help launch this program.



Applications are now being accepted to become a Speaker or Sponsor on a local or national level. Please contact Corey Whelan at 718.853.1411 or [corey@theafa.org](mailto:corey@theafa.org).

The American Fertility Association (The AFA), a national non-profit organization, is a lifetime resource for fertility preservation, reproductive health and family-building. An inclusive provider of advocacy, education and support services, The AFA is here to help.

Website: <http://theafa.org>

# # #

## **Diabetic Innovator Announces New Injection Aid**

SOUTHAMPTON, Mass., Nov. 1, 20xx — When faced with the certainty of daily insulin injections, innovator Chris Hillios knew he had to design a device that would help him overcome his injection anxiety. Through his determination and innovative spirit, Confidisc(TM) was developed.

Confidisc is an aid for injecting, by syringe or pen, insulin or like medications. It can be used by the patient or by a caregiver. "It is truly amazing that a simple device like Confidisc can make such a huge difference in one's life. Our testing has shown that Confidisc not only reduced pain perception, it clearly reduced injection anxiety," said Chris Hillios. "Users focus on the disk rather than the needle." With Confidisc's help, patients' lab results are now better than ever.

Confidisc enables users access to a larger range of injection sites, allowing better injection rotation. It provides added stability in both filling the syringe and during injection. Its simple form is easy to use, convenient and cost-effective. Confidisc may be manufactured as a reusable attachment product and/or as a permanently fixed part of a hypodermic syringe. As a new hypodermic syringe, Confidisc also helps to deter illegal intravenous drug use.

More than 18 million Americans are living with type 2 diabetes. Many suffer from injection anxiety. Fear of injection can lead to improper treatment and poor control. "Having first-hand knowledge of the problems associated with home injections, it is our belief that this product will be of enormous benefit to the ever-growing diabetic population. Confidisc provides the confidence I need. I will no longer inject without it," said Hillios.

Confidisc was well-received by a review of Endocrinologist, Diabetic Educators and Nurse Practitioners. They look forward to having it available for their patients. It is sure to be a beneficial, simple, and affordable product for everyone facing daily injections. "Diabetes was our primary concern. However, we can now see that as the self-injectable market grows, the uses for Confidisc also grow," said Hillios.

PHOTOS AVAILABLE

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# # #

## **A New Way to Make Vacant Homes Look Occupied**

EDEN PRAIRIE, Minn., July 21, 20xx — The housing market correction has left more than 2 millions homes vacant, making them prime targets for burglars and vandals. But now, an inexpensive new burglar deterrent device called “FakeTV” gives property owners a new and convincing way to make these homes look occupied, making them less likely to become targets for crime. FakeTV(TM) gives off light in just the way a real television does, so from outside the home it looks like someone is watching TV. A built-in light sensor turns FakeTV on at dusk, and it stays on for a preset time. FakeTV’s super-bright, computer-controlled LED’s faithfully reproduce the scene changes, color shifts, flicks and fades of a real television. Viewed from outside the home, the effects of FakeTV are essentially indistinguishable from the real thing.

So, some savvy owners of vacant properties use FakeTV to give their home a lived-in look. A “For Sale” may advertise to potential home-buyers, but also sends the “might be vacant” message to potential thieves. Real estate agents have placed FakeTVs in vacant houses to make them look like someone is still living there. An unfurnished house can be an easy target for vandals, criminals looking for copper, arson, or even squatters looking for a place to live. A California contractor deployed two FakeTV’s during a recent renovation of a vacant property, saying that “crime has been a bit of a problem in this neighborhood, and I wanted to make sure nobody broke in and stole my tools!”

Few burglars will risk prison by breaking into an occupied house. A prowler canvassing a neighborhood at night, upon seeing the light from FakeTV, is likely to move on to an easier target. When the burglar sees the light from an operating television, his imagination supplies the image of the person watching it. Modern televisions turn on with push buttons, so they cannot be put on timers. Whether or not they have given it any thought, people generally associate an operating television with an occupied home.

The usual tips remain the first line of defense for a vacant property: keep the yard maintained, stop the mail, and frequently clear away advertising material that gets left at the door. These steps are especially important if a “For Sale” sign graces the front lawn. But now, in the battle against burglars, FakeTV gives property owners a powerful new deterrent. FakeTV costs less than \$40 at a number of on-line retailers and at <http://www.FakeTV.com>. For more information visit <http://www.FakeTV.com> or call 1-888-621-5800.

For high-resolution images, visit <http://www.faketv.com/pressrelease>

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# # #

## **DisasterUpdates.com Goes Online Just as 20xx Hurricane Season Kicks Into Gear**

**New disaster website provides the latest news on Hurricane Bill as it nears the U.S. East Coast**

NEW YORK, Aug. 21, 20xx — Tropical storm activity has taken off the last few days ... and just in time for coastal residents, businesses and tourists, there is a new website to provide current hurricane news and information. Disaster Updates (<http://www.DisasterUpdates.com>) consolidates hurricane and other disaster news for quick and easy reference 24/7.

“The website provides more than just disaster news; it also provides a variety of helpful web-based tools,” stated website spokesperson Dave Miller.

Miller provides an example of how the Disaster Updates portal can help a family multi-task during a disaster emergency:

With this website parents can have their kids track an approaching hurricane with the site’s hurricane reports and storm tracking maps while mom and dad learn how to protect their family, pets and property from the coming storm and review possible hurricane evacuation routes; then, after hurricane landfall, they can file their FEMA disaster application online.

“Existing web resources were either too specialized or too complex for the average homeowner or businessperson in need of quick disaster information. To this end, the website was specifically designed to be more useful by individuals, families and businesses reacting to a disaster emergency,” said Miller.

As the name implies, Disaster Updates is not just for hurricanes, but for many types of disasters. Consider it a “disaster information portal” or a “disaster directory” because it consolidates news and information on many natural and man-made disasters, such as earthquakes, tsunamis, wildfires, floods, pandemic flu, terrorism, accidents, and more.

For the latest news on Hurricane Bill ... or other disaster news ... you can get help 24/7 at Disaster Updates.

### **About Disaster Updates**

Disaster Updates (<http://www.disasterupdates.com/>) is a disaster information portal that provides one-stop access for disaster news, resources and FEMA help 24/7. Disaster Updates was designed by a disaster expert with over 20 years of experience in disaster relief. His disaster work experience includes such major disasters as Hurricane Katrina, the Northridge Earthquake and the 9/11 Terrorist Attack on the World Trade Center.

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# # #

## **Innovative Audio Service Launches New Method for Preserving Stories of Life**

LIBERTYVILLE, Ill., July 11, 20xx — LifeOnRecord, an audio journaling company, announced today it is introducing two new patent-pending services that take the traditional means of recording memories one step further.

Subscribers to the LifeOnRecord Personal Audio Journal receive a phone number to call and record their thoughts and stories of daily life that might otherwise be forgotten.

The LifeOnRecord Weddings and Events Services capture the well-wishes and anecdotes that surround special occasions. Guests invited to a birthday, wedding, or other special occasion call a toll-free number and record their sentiments and favorite stories about the guest of honor.

With both services, the recordings can be preserved on a keepsake CD, managed from a web site, listened to on a telephone, automatically emailed, and one-click downloaded into iTunes. The services take the traditional means of scrapbooking, journaling, and home videos one-step further.

Alaa El Ghatit, founder of LifeOnRecord, created the company and its services to accommodate a personal need that, after talking with others, was revealed to be more universal. As El Ghatit explains, "Although you frequently see people using digital and video cameras, the meaningful, day-to-day stories are being forgotten."

Tom Zengeler, owner of Zengeler Cleaners - the Midwest's largest chain of dry-cleaning stores, employed LifeOnRecord's Events Service to include the community in celebrating its 150th anniversary in business. The company communicated their LifeOnRecord number on their website, through the newspaper, and by direct mail to their 18,000 customers.

"We've been there as our customers prepared to look their very best for important job interviews, weddings, christenings and Bar and Bat Mitzvahs," said Zengeler. "As a result, our families share some wonderful and significant memories."

"LifeOnRecord provides a truly unique way to have our customers participate in our 150th celebration," said Zengeler. "The messages left have been very special and passionate. We teamed with LifeOnRecord because they offered a one-of-a-kind service to make it simple for our customers to call and save some of the meaningful memories we have in common."

In addition to helping companies celebrate milestones, LifeOnRecord's Event Services are used for birthdays, weddings, graduations, births, retirements, reunions, and more.



"You can't pass a card around the country for everyone to sign, and for most people talking is easier than writing," says El Ghatit. "There's a lot of power and emotion in hearing someone's voice that you don't get when you read words written on a page."

"The elements of technology we're using for these services have been around for a long time," says El Ghatit. "LifeOnRecord just puts them together in a one-of-a-kind package that makes for convenient, easy-to-operate memory keeping that meets the needs of today's lifestyles."

To learn more about LifeOnRecord and the services it offers, visit  
<http://www.LifeOnRecord.com>.

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A Media Kit is available from a link at the bottom of <http://www.LifeOnRecord.com>

# # #

## **The Best Construction Takeoff Software on the Market Just Got Better**

### **PlanSwift's New 8.2 Software Release Provides Faster Estimating, More Third-Party Capabilities and Easier Methods for Takeoff and Estimation**

SALT LAKE CITY, July 24, 20xx — Tech Unlimited, Inc. announced the latest release of PlanSwift, the construction industry's leading takeoff and estimating software program. The 8.2 release offers some of the most requested updates as well as provides several new capabilities such as allowing the software to interact with third-party tools and files.

Some of the features include the ability to drag and drop parts and assemblies directly onto digitizer items, adding metric units, the addition of a color legend on the screen, plus a Plug-in manager for third party plug-ins and additional supported file types. Along with a free one-hour training session with a professional estimator, the company has added more tutorial videos to give customers more support for product knowledge.

James Purpura, the VP of Tech Unlimited, Inc., says, "While more individuals and companies find PlanSwift easy to use, they also bring their own wealth of knowledge to the program. Not only do we continue to offer new and improved methods, we actually seek out industry standards and new processes that make our product continually work better for our customers. While using PlanSwift, our customers partner with us when they suggest improvements or join our beta tester program."

Purpura said that many of the best features for users are the ones that let them be more compatible with other programs and files.

"We now offer a Plugin Manager where users can add third-party plugins to our software. We also allow a lot more file compatibilities which allow other types of files to be attached to PlanSwift jobs. This includes attaching files such as PDFs and e-mails to a PlanSwift job and breaking up jobs and files to send as e-mail."

Purpura also mentioned other key features such as finding all documentation in a new searchable database and a tested improvement on program speed.

PlanSwift also encourages developers to write their own plugins for other PlanSwift users. In the Developers Corner, developers can meet in a forum and also find PlanSwift documentation in a Knowledge Base.

To join PlanSwift's beta tester program, go to <http://www.planswift.com/beta>. PlanSwift also offers a free 14-day software trial to new users with one hour of training included. The software can be downloaded at <http://www.planswift.com/requesttrial>.

About PlanSwift

PlanSwift, a subsidiary of Tech Unlimited, Inc., is a leading provider of takeoff and estimating software to contractors and sub-contractors. The PlanSwift Company serves the construction industry by delivering an easy-to-use product to thousands of contractors worldwide. For more information about PlanSwift, please visit the company's website at <http://www.planswift.com>

If you'd like more information about this new product or the company, or to schedule an interview with James Purpura, please call 888-752-6794 or e-mail [marketing@planswift.com](mailto:marketing@planswift.com).

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# # #

## **Pyramid Launches TimeTrax Bio Generation II**

MERIDEN, Conn., May 6, 20xx — Pyramid Technologies (<http://www.ptitime.com>), an established leader in manufacturing Time and Attendance products, is launching the Pyramid TimeTrax Bio Generation II, an innovative biometric system that features a new and improved sensor for fingerprint reading. The first generation of Pyramid's TimeTrax Bio was released in January 20xx. The new Generation II offers all the same features as its predecessor with one-touch time and attendance tracking for instantly identifying an employee by their unique fingerprint. The system eliminates swipe cards, badges, paper time cards, and costly buddy punching because employees punch in and out at the terminal with the swipe of a finger.

"We are excited to offer our customers the Pyramid TimeTrax Bio Generation II system. Our new and improved sensor has been engineered and fine-tuned to deliver quality fingerprint images," stated Manny DaSilva, Vice President, Sales and Marketing, Pyramid Technologies. "In harsh work environments, fingers can be callused, or contain contaminants like grease or dirt that can change the reflective properties of the fingerprint. It takes a well-engineered scanner like the one Pyramid has engineered to handle any possible variations."

Pyramid TimeTrax Bio Generation II offers these convenient features:

- Improved scanner for hard-to-read fingerprints
- Biometric fingerprint-scanning technology to eliminate buddy punching
- Ethernet, USB, or Serial connection to master computer
- Accommodates 50-employee capacity, upgradeable to 6000 for Ethernet version, and 75 employees (upgradeable to 150) for USB/Serial versions
- Ethernet version is LAN and WAN compatible with multi-time zone functionality and can work with an unlimited number of Pyramid TimeTrax Ethernet terminals
- Exporting compatibility with major payroll systems including: ADP, PAYCHEX, QuickBooks, Excel, and more
- Calculates overtime automatically, including: time-and-a-half, double-time, special Saturday, Sunday, or 7th day overtime work rules
- Special Pay Categories for sick time and vacation time
- Holiday or bonus pay automatically paid globally or to select employee groups
- Compact, streamlined desktop design; optional wall bracket and hardware is available at an additional charge
- Easy-to-read, large LCD displays time, date, and

- employee name
- 1-yr. mfr. limited warranty w/free product replacement,  
90-day free software support
- Size: 2.3"Hx5.75"Wx4"D, Weight: 1 lb.

#### About Pyramid

For nearly 40 years, Pyramid Technologies has provided cost-conscious time keeping solutions for businesses of all sizes and from a variety of industries. Headquartered in Meriden, Connecticut, Pyramid manufactures products that range from simple, inexpensive mechanical time recorders to sophisticated time and attendance solutions and GPS synchronized wireless clock systems. Pyramid carries a number of accessories to support its payroll time recorders, including: card racks, badge racks, and time cards. In addition, Pyramid's clock line ranges from simple and inexpensive commercial wall clocks to networked digital system clocks. To learn more about Pyramid's TimeTrax Bio Generation II, please visit <http://www.ptitime.com>.

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## **LanguageCorps Announces Partnership with Cambodian Children's Fund to Provide Staff Training**

STOW, Mass., Aug. 18, 20xx — LanguageCorps Inc., a leader in providing TEFL/TESOL (Teaching English as a Foreign Language/Teaching English to Speakers of Other Languages) programs worldwide, will be providing free TESOL training and certification for staff of Cambodia Children's Fund. LanguageCorps, a Massachusetts-based company, offers a variety of programs for talented people interested in travel, internationalism, and teaching abroad; empowering them to thrive as professionals while living in, working in, and learning about a different culture.

Cambodian Children's Fund, founded by Hollywood film executive Scott Neeson, serves the needs of Phnom Penh's most impoverished children. Originally developed as a single shelter serving 45 children in critical need, CCF now serves nearly 500 children through five separate facilities; providing nutrition and housing as well as medical treatment, dental services, and vaccinations. Through their comprehensive educational program, the children learn English in addition to other studies that include local language reading and writing, social studies, and math.

"We are impressed with the organization that Scott has put together, and how it is improving the lives of these children," says Jerry Patton, founder and CEO of LanguageCorps. "With our extensive background in TESOL training, this seemed like the best way to make an immediate impact by increasing the effectiveness of both teachers and managers at CCF. We already provide similar support through ongoing partnerships with other organizations such as A New Day Cambodia (<http://www.anewdaycambodia.org>), and we are excited about expanding our efforts to include Scott's organization. We look forward to exploring other ways that this partnership can benefit the children of Cambodia."

"While our immediate task is nutrition and health care, it is the investment in education that will change this generation," says Neeson. "The better trained the teachers, the greater the opportunity to lift a child and their family out of poverty and into a meaningful, productive life. Language Corps is very highly regarded and the opportunity provided by Jerry (Patton) allows CCF to reach another level of teacher training."

### **About LanguageCorps**

Founded in 20xx, LanguageCorps (<http://www.languagecorps.com>) offers programs in various locations throughout Latin America, Asia, and Europe. Programs vary by country, but all include an intensive, four-week TESOL (Teaching English to Speakers of Other Languages) training and certification course, pre-departure support, and assistance finding a paid teaching position. Some programs also include local language and cultural training, guaranteed job placement, medical insurance, accommodations, excursions, and other support services.

## About Cambodian Children's Fund

The Cambodian Children's Fund (CCF) is a unique NGO based in Phnom Penh, Cambodia (<http://www.cambodianchildrensfund.org>). Its five facilities care for almost 500 multiply deprived children, most of them from Phnom Penh's notorious and noxious rubbish dump. In addition to food, shelter and security, CCF provides a high-quality educational environment and ensures that the children remain connected to their own culture. Its involvements reach beyond the children to their families and communities and include a daycare center, healthcare facilities, the supply and distribution of safe water and effective rice purchase and nutrition programs. It also runs support businesses, such as its own bakery and bag making project, which directly contribute to the training or support of those in CCF's care. CCF's primary aim is to help Cambodia recover from its social and economic wounds by harnessing the inherent capacity of its emergent generation, to better prosper as a nation and a society.

For more information, or to schedule an interview, please contact Jan Patton by phone at (978) 562-2100 or by email at [jan.patton@languagecorps.com](mailto:jan.patton@languagecorps.com)

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###

## **Nestle Teams Up with ‘THE 99’ to Create New Brand - THE 99: Quenching the Thirst for New Superheroes**

**Deal will have new product in regional stores by first quarter of 20xx with rollout to follow**

KUWAIT CITY, Kuwait, Oct. 24, 20xx — Teshkeel Media Group (TMG), creators of the world-acclaimed comic series THE 99, has signed an agreement with Nestle Waters allowing Nestle Waters the use of THE 99 characters for co-branding.

The partnership forms a marketing alliance between THE 99 and Nestle Waters. THE 99 features culturally relevant superhero characters from around the world in its comics, theme parks and soon-to-be-animated television series and will be used with key brands for Nestle Waters, the number-one bottled water company worldwide.

THE 99 branded water will be in stores in Saudi Arabia in the first quarter of 20xx, followed by a rollout throughout the GCC and neighboring countries.

Maurizio Patarnello, CEO of Nestle Waters, said, “We think these wholesome superhero characters will provide a relevant and exciting brand activation platform.”

Dr. Naif Al-Mutawa, founder and CEO of Teshkeel Media Group, said, “We are delighted to be working with Nestle Waters to further open the world of THE 99 to millions of consumers already enjoying Nestle products. Tying THE 99 to Nestle Waters is the definition of synergy when two of the world’s most respected brands join forces to add value for their consumers.”

Mohammed Chishty, Marketing Director of Nestle Waters Zone AOA, added, “We’re thrilled by Naif’s vision for THE 99. The variety and diversity of characters that he and his team are creating make them an ideal partner for a global company like Nestle Waters and global brand like ‘Nestle Pure Life.’ The geographical diversity of THE 99 characters will be valuably reflected on the packaging of each country’s locally bottled waters as we roll out the program throughout the region and beyond.”

Al-Mutawa concluded, “The themed Nestle Waters are the latest important step in spreading the message of THE 99 to the widest possible audience. With millions of bottles slated to be produced in 20xx, our message of tolerance, teamwork and respect will be expanded exponentially. We are proud to be working with a global company like Nestle Waters whose ethics so closely mirror those of THE 99.”



## About Teshkeel Media Group

Teshkeel Media Group, KSC (<http://www.teshkeel.com>) is one of the Middle East's leading developers of comic books, magazines, and other forms of children's entertainment. Based in Kuwait, and with offices in New York, the company's mission is to provide positive, high-quality children's content in the region, including in print, electronic media, film, and television. Teshkeel develops its own original properties, including THE 99 (<http://www.the99.org>), an award-winning original superhero comic series based on regional culture and history. FORBES recently identified THE 99 as one of the "Top 20 Trends Sweeping the Globe."

## About Nestle

Nestle, with headquarters in Vevey, Switzerland, was founded in 1866 by Henri Nestle and is today the world's leading nutrition, health and wellness company. Sales for 20xx were CHF 107.6 bn, with a net profit of CHF 10.6 bn. Nestle employs around 276,050 people and has factories or operations in almost every country in the world.

The Company's strategy is guided by several fundamental principles. Nestle's existing products grow through innovation and renovation while maintaining a balance in geographic activities and product lines. Long-term potential is never sacrificed for short-term performance. The Company's priority is to bring the best and most relevant products to people, wherever they are, whatever their needs, throughout their lives.

Nestle Waters, the bottled water division of Nestle SA, accounts for nearly 10% of the Group's consolidated sales, manages a portfolio of 72 brands bottled at 105 production sites, and employs a workforce of 32,000. Day after day, Nestle Waters satisfies the needs of its customers by offering the widest possible choice of bottled waters distributed through multiple trade channels.

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# # #

## **Eco-driving Website FuelClinic.com Is a Finalist in the \$50,000 Intelligent Transportation Society of America (ITSA) Congestion Challenge**

ORLANDO, Fla., Aug. 26, 20xx — FuelClinic ( <http://www.fuelclinic.com> ) is one of nine finalists chosen from a field of over 90 start-up companies participating in the Intelligent Transportation Society of America (ITSA) Congestion Challenge - a grant process being held at the venture-capital website Vencorps ( <http://www.vencorps.com/join/its/> ) and sponsored by the ITSA and its partners.

FuelClinic is competing against eight other start-ups, all attempting to convince the worldwide community at Vencorps that they have the best idea for moving people more efficiently, helping prevent accidents, curbing congestion, and reducing environmental impact while strengthening economic productivity.

Over the next few days finalists expect to see the experts add their opinions to the selection process. The expert opinions will round out the materials available for members to review - which include the elevator pitch, the executive summary, twenty questions and answers, team member profiles, pitch-presentation slide show, along with comments from other facilitators in the Vencorps family.

This comprehensive collection of materials is the final submitted package for the funding contest, and paints the most complete picture of FuelClinic that has ever been made available. For readers curious about FuelClinic, its business plan, or its vision - this is the one place to look for all the current details - many unavailable anywhere else.

During the ITSA Challenge Showdown the Vencorps worldwide community of members will pick the winner through a predictive market. That means the general public can join Vencorps (free) and allocate points to one or more solutions. The solution with the most community support wins a \$50,000 cash prize and 50,000 points.

Even better, the winning solution will be announced on-stage at the 16th annual ITS World Congress in Stockholm, Sweden - giving the winning solution unparalleled exposure to transportation officials and professionals from around the world.

This challenge wraps up on August 31st; winners will be notified shortly after, with the big public announcement in Stockholm, Sweden at the ITS World Congress ( <http://www.itsworldcongress.com/> ) later in September.

You can learn more about FuelClinic and the ITSA Challenge at <http://www.fuelclinic.com>

## About FuelClinic.com

FuelClinic.com helps motorists and fleet owners improve their fuel economy, save money, improve road safety, and reduce green house gas emissions. FuelClinic's "Eco-System" and "Eco Driver On Board" program provides tools and certified eco-driving training to improve, track, and manage driver performance for increased fuel efficiency, increased driver safety, reduced accident rates.

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# # #

## **Griffin Honored with Tenth Year on FORTUNE Best Companies to Work for List**

DERBY, Conn., Jan. 22, 20xx — Griffin Hospital has been honored with a 10th year on the FORTUNE 20xx “100 Best Companies to Work For” list. Griffin ranked 62 on the 20xx list released today. Griffin is the only hospital in the nation to make the list for ten years.

Griffin was first invited to apply for selection to the FORTUNE list in 2000 and has made the list every year since. FORTUNE has issued the list of “100 Best Companies to Work For” since 1998. Only 13 of the original companies named to the list remain on the list in 20xx and only 37 have been on the list for ten years.

Griffin’s tenth year on the list is very timely as the hospital is also celebrating the 100th anniversary of its founding. Griffin was founded in 1909 with the support of community leaders who were convinced that the Valley should have its own hospital. What Griffin’s founders couldn’t foresee is that a hundred years later Griffin would be recognized internationally for its innovative programs, Planetree patient-centered approach to care, its unique healing environment and as a model for other healthcare organizations. They could also not have envisioned that Griffin would be recognized as one of the nation’s best employers, joining such nationally recognized companies as Google, Nordstrom, Microsoft, FedEx and the Mayo Clinic.

“Our tenth year on the FORTUNE list is a notable achievement that distinguishes Griffin Hospital as an employer of choice,” said Griffin’s President Patrick Charmel. “As the preferred hospital employer, Griffin has the ability to attract the best caregivers who enable us to provide an exceptional patient experience. We consider every employee a caregiver committed to putting the patient first and providing the highest quality of care and service to patients and their families.

Describing what makes Griffin a great place to work, FORTUNE said: “Famous for its patient-centric philosophy, Griffin soothes patients and staff with music in parking lots, family kitchens, chair massages, and noise abatement.” FORTUNE Managing Editor Andy Serwer noted, “No matter what happens with the economy, the demand for talent will remain. Great companies know that super-motivated, happy, world-class employees are an incredible competitive advantage.”

In the past year Griffin’s leadership team was selected by HealthLeaders magazine as the nation’s “20xx Top Leadership Team in Healthcare” for community and mid-size hospitals, selected by the Journal of Sacred Work for the Healing Trust as one of America’s top ten Healing Hospitals for the second year in a row and named to Training Magazines list of the “Top 125 employers for staff training and development” for the second time. Griffin’s Digestive Disorders Center nurses were recognized in a cover story by Advance for Nurses as New England’s “Best Nursing Team for 20xx.”

FORTUNE selects the companies on the list based on evaluation of the policies and culture of the company and the opinions of the company's own employees. Two-thirds of the total score comes from employee responses to a confidential 57-question survey. The survey goes to a minimum of 400 randomly selected employees from each company and asks about things such as attitudes toward management, job satisfaction, and camaraderie. More than 81,000 employees from 353 companies responded to the survey.

Website: <http://www.griffinhealth.org>

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# # #

## **Free Webinar to Explore Recession Marketing, from Pre-click to Post-click**

**How to beat your competition using smart marketing is the topic of a webinar on September 16 that features bestselling author Bryan Eisenberg, paid search guru Craig Danuloff, and post-click marketing expert David Brussin**

PHILADELPHIA, Sept. 10, 20xx — Tough economic times are no reason to rein in marketing, according to a panel of industry experts participating in a complimentary online marketing webinar being presented on September 16, at Noon Eastern, 9AM Pacific, by Philadelphia-based Monetate, Inc.

According to one of those experts, bestselling author Bryan Eisenberg, Chief Persuasion Officer and Co-Founder of FutureNow, there's never been a better time to steal market share from your competitors.

"While many companies become anxious and go into a bunker mentality in a recession," says Eisenberg, "great companies invest in the customer experience and the optimization of their marketing, thus grabbing market share."

The webinar, which is titled "Recession Marketing: From Pre-click to Post-click," brings together Eisenberg, a leading advocate of persona marketing, and two specialists in the pre-click and post-click phases of online marketing, respectively Craig Danuloff and David Brussin.

Craig Danuloff is President and Founder of ClickEquations, Inc. A frequent speaker at industry conferences such as SMX, Danuloff regularly shares his paid search expertise in the ClickEquations Blog (<http://clickequations.com/blog>). During the webinar, Danuloff will be describing SEM techniques for targeting profitable customers via search campaign design and deep analytics.

David Brussin is CEO and Co-Founder of Monetate, Inc. An accomplished public speaker, Brussin has shared lessons learned from thousands of web site personalization campaigns in appearances at events such as the Shop.org Online Marketing Workshop. In this webinar, Brussin will be discussing the art and science of deriving and acting upon persona information in the post-click experience. He will also provide attendees with practical tips on using existing analytics data to assess the potential benefits of segmented marketing for e-commerce sites.

About the Webinar:

Title: Recession Marketing: From pre-click to post-click

Date and time: September 16, 20xx, Noon Eastern, 9AM Pacific

Location: Online, register at <https://www2.gotomeeting.com/register/985238170>

Presenters: Bryan Eisenberg, Chief Persuasion Officer and Co-Founder of FutureNow, Inc. (<http://www.futurenowinc.com>); Craig Danuloff, President and Founder of ClickEquations, Inc. (<http://www.clickequations.com>); David Brussin, CEO & Co-Founder, Monetate, Inc. (<http://www.monetate.com>).

About: Monetate, Inc.

Monetate, Inc. enables e-commerce web sites to realize double-digit lift in conversion while providing a double-digit decrease in customer acquisition costs. Retailers who use the Monetate platform to segment, target, and personalize have achieved positive ROI in just a few days while spending just a few hours a week on campaigns. Monetate ShadowCRM(TM) technology tracks and segments visitors across more than 50 dimensions. Monetate's Personalization Managers analyze site performance with SalesMap(TM) technology and craft personalized messaging and promotional campaigns that are delivered by the Monetate platform. All of this is done with zero I.T. impact; there is no site redesign needed, no placeholders, boxes or containers to code. No training is required. Just add the Monetate tag, a single line of JavaScript, to your site, and you are ready to give each visitor a personal, relevant and compelling site experience.

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## **New Cost-Cutting ‘SNMP over T1’ White Paper Teaches Telcos How to Reduce Their Expenses**

FRESNO, Calif., June 3, 20xx — DPS Telecom, a leading developer of network alarm monitoring solutions, announced today the release of their latest white paper, which focuses on monitoring SNMP over T1 lines. This white paper reveals a major development in alarm monitoring technology that uses a simple T1 connection and a 1 RU device to transport SNMP traps, inexpensively drop-off Ethernet for your other gear, and remotely access legacy serial equipment.

Monitoring SNMP over T1 lines has traditionally been difficult and expensive, requiring an array of conversion and mediation boxes. This white paper exposes a powerful concept for eliminating these extra costs.

The Monitoring SNMP over T1 white paper also offers tips for maximizing your ROI, greatly extending your visibility, and protecting your revenue-generating network uptime. You’ll read about all the profit-boosting advantages of using T1 to transport SNMP that can reduce your costs and protect your revenue.

You’ll also learn about the hidden costs that are eating away at your profits today and how to prevent those costs. The included list of “6 Expensive Outside-Plant Monitoring Options to Avoid” debunks traditional approaches to collecting alarms where LAN isn’t available.

“T1 lines are a frequently overlooked opportunity for alarm monitoring,” said Mark Carberry, DPS Director of Engineering. “The lines themselves are often very inexpensive, but the equipment for transporting SNMP traps across them has traditionally been expensive. This guide discusses new technology that changes the game by making it cost effective to transport SNMP over T1 lines.”

In this white paper, you’ll see how a new generation of RTUs allows you to effectively route SNMP traps over T1 wherever you need to.

“DPS is all about helping our clients reduce their operating expenses,” said Eric Storm, President of DPS Telecom. “This new SNMP over T1 white paper discusses another valuable way to cut costs by using relatively inexpensive T1 lines.”

With the included case study, you’ll take a look at a real-world DPS client that went in search of a fully capable SNMP-over-T1 RTU. As you read this feature story, you’ll learn exactly where to look to get the device you need - without incurring huge upfront costs or compromising key features.

By downloading and reading this free white paper, you'll also receive an understanding of basic SNMP-over-T1 architecture. You'll also be able to identify all the basic components you'll need and how they fit into your network monitoring system.

At a time when almost all companies are trying to find ways to reduce costs, the SNMP-over-T1 white paper delivers. The guide describes the keys to achieving heightened network reliability at T1 sites while working within strict budgetary constraints. In this way, you'll learn to protect revenue at the same time you're reducing costs.

The 20-page SNMP over T1 white paper is packed with key information and real-world examples. It's available as a free download at [http://www.dpstele.com/snmp\\_over\\_t1](http://www.dpstele.com/snmp_over_t1)

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# # #

## **Lean Talent Demand Widens Lead Over Six Sigma in Bleak Economy**

**Fifth annual study by executive search firm The Avery Point Group finds Lean talent demand continuing to surpass Six Sigma as companies grapple with today's bleak economic environment**

ATLANTA, March 3, 20xx — The recession and rapidly slumping sales are forcing many companies to reevaluate their priorities with regard to their continuous improvement initiatives. As a result, demand for Lean talent is showing signs that it is accelerating its edge over Six Sigma as the more desired skill set, according to a new study by The Avery Point Group (<http://www.AveryPointGroup.com>), a global executive recruiting firm specializing in Lean and Six Sigma talent.

“As an executive recruiting firm, we have a unique vantage point from which to observe the latest trends taking place in industry,” explains Tim Noble, managing principal of The Avery Point Group. “Trends in industry are often telegraphed into candidate requirements in job postings, and they can serve as a window into the latest corporate initiatives. Our annual study continues to serve as an industry benchmark that offers useful insight into the latest trends taking place in the area of corporate continuous improvement.”

Based on its fifth annual study of Internet job postings, The Avery Point Group found that demand for Lean talent continues to gain ground over Six Sigma as the more desired skill set, reinforcing last year's study that signaled an ongoing shift in focus toward Lean. This year's study showed that Lean talent demand exceeded Six Sigma by almost 11 percent, further widening its lead over last year's results that showed only a slight edge for Lean over Six Sigma.

This year's study also found, for those companies seeking Lean talent, only 44 percent are requiring candidates to possess Six Sigma knowledge as well. On the other hand, for those companies seeking Six Sigma talent, fully 49 percent of the roles also require candidates to possess Lean knowledge. “Reflecting the broader job market, demand for Lean and Six Sigma talent is down versus 20xx and 20xx peak levels,” states Noble. “However, on a relative basis for the hiring that is taking place, companies are starting to shift more and more of their focus toward Lean. This is perhaps an indication that they see Lean as a better and more practical hedge against today's tough economic challenges.”

The Avery Point Group fully expects this shift toward Lean to accelerate further as the recession grinds on through 20xx. “We have had a situation in the past couple of months where companies have had to take unprecedented and drastic actions, shedding large amounts of labor to bring their cost structure and inventories in line with plummeting sales,” comments Noble. “As the dust settles, and as companies regain their footing, some may find that their remaining operations aren't as flexible or as effective at servicing their market's new realities. For some companies this situation can be a

transformational opportunity to leverage Lean, while for others it could spell further disaster.”

The Avery Point Group is already seeing a few forward-thinking companies seizing on Lean as a competitive and strategic opportunity to transform their businesses amid the recession. These companies see Lean as a key to reducing waste, improving cash flow and improving operational flexibility, thus enabling them to adjust more quickly to the new realities of today’s economic climate. As the nation exits the recession, these forward-thinking companies may be well-positioned to leverage huge productivity gains as volume returns, outpacing their competitors by achieving higher inventory turns, greater operational flexibility and lower operating costs.

Could the recession and the growing shift in talent demand toward Lean be signaling the beginning of the end for Six Sigma? “Certainly not,” concludes Noble. “The overall foundation of continuous improvement should be viewed as a collection of tool sets that includes both Lean and Six Sigma, which are applied when and where appropriate. Overall, there are certainly benefits to integrating both methodologies, but the steep challenges of today’s recession may be better served by Lean’s more immediate and practical focus on waste, flow, and flexibility.”

For more information about The Avery Point Group and its executive search and recruiting services, contact Tim Noble at 678-585-9804.

Company Website: <http://www.AveryPointGroup.com>  
Study Results Website: <http://www.LeanSigmaTalent.com>  
Jobs Blog: <http://leansixsigmajobs.blogspot.com/>

# # #

## **Study: Interest in Global ‘Voluntourism’ Continues to Grow**

LA JOLLA, Calif., June 23, 20xx — The number of Americans interested in volunteer vacations continues to climb, according to a new University of California San Diego Extension survey, but there are dramatic differences between the generations.

Two-thirds of high school students and about half of the college students surveyed say they have participated in discussions in the past year related to traveling to other regions to provide volunteer service, whereas less than half of the adult population, and only one-quarter of retirees, say they have done so.

Overall, the survey found that over two-thirds (69 percent) of Americans have participated in donating money or time to a global cause, up from the 48 percent in a spring 20xx poll conducted by UC San Diego Extension.

“More and more people in all stages of life are thinking of becoming global ‘voluntourists,’” says Bob Benson, director of the Center for Global Volunteer Service at UC San Diego Extension. “People are looking to volunteer their time in meaningful ways that make contributions to people in regions other than their own, and younger people are especially eager to make voluntourism part of their lifestyle.”

The 20xx poll was conducted by Caravan Opinion Research Corporation during March 20xx by telephone interviews with a nationally representative sample of 1,000 adults, and supplemented by an in-depth online survey of more than 300 adults conducted in May 20xx by UC San Diego Extension. The margin of error was plus or minus three percentage points.

The top five types of volunteer assignments the survey respondents want are:

1. Education or artistic and cultural development: 23 percent
2. Provide spiritual or emotional assistance: 19 percent
3. Improve health and nutrition: 18 percent
4. Construct roads, homes and technology infrastructure: 14 percent
5. Environmental clean-up or agriculture assistance: 12 percent

Despite the interest in frequent service to the global community, surprisingly, fewer than 7 percent of respondents, regardless of age, expressed an interest in making global service a type of career. The top three motivations for a desire to volunteer were:

- 1.(tie) Pursue a cause or purpose you believe in: 30 percent
- 1.(tie) Contribute something meaningful to the community: 30 percent
3. Feel needed and helpful: 23 percent

Survey respondents plan to prepare for future voluntourism in a variety of ways:

1. Talk to others who have done so: 86 percent
2. (tie) Take a class or read a book: 77 percent
2. (tie) Visit Web sites to see what is available: 77 percent
4. Learn some of the language of the place you want to go: 76 percent
5. Start saving money and look for financial sponsors: 70 percent

Approximately two out of three Americans (63 percent) would prefer their volunteer vacation outside of the United States, with Africa topping the list of desired places to help. The top four desired global travel destinations for volunteering are:

1. Africa: 14 percent
2. (tie) Australia: 11 percent
2. (tie) Europe: 11 percent
4. South America: 8 percent

Benson, who spent two years in the Peace Corps in South America in the 1990s, helped start the Center for Global Volunteer Service because UC San Diego Extension saw a need for more grassroot approaches that match U.S. citizens of all ages with volunteer opportunities. The Center offers voluntourism experiences and online learning about global service.

UC San Diego Extension has created first-of-its-kind, self-paced online courses to help potential volunteers determine if foreign volunteering is right for them and prepare them to have a productive, safe experience. Information is available at <http://www.extension.ucsd.edu/cgvs>

Media contact: Henry DeVries at [hdevries@ucsd.edu](mailto:hdevries@ucsd.edu)  
or 858-534-9955 or 619-540-3031

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## **Accounting Professionals Are Speaking Out on the Current Financial Industry Crisis in a Nationwide CPA Poll Provided by U.S. News**

**U.S. News & World Report teams up with Bisk Education and CPEasy to survey accountants nationwide on the current economic crisis and other hot industry topics**

TAMPA, Fla., June 16, 20xx — As part of an industry that is closely tied to and deeply affected by the nation's economy, CPAs have been provided an open platform by U.S. News & World Report to voice their opinions about the current economic recession, rapidly changing regulations and related financial topics.

American taxpayers want to know the accounting professionals side of the story on today's hottest issues. Responses to the poll will be included in a national news forum published by U.S. News & World Report.

It only takes a few minutes to take part in the poll. CPAs can log into the poll at <http://www.usnews.com/speakup> with the user name: usnewscpa and password: accountant.

Once logged in CPAs will be asked thought-provoking questions, such as:

- \* What kind of influence will the new administration have on the accounting industry?
- \* Could the accounting profession have prevented today's financial crisis?
- \* Who or what is most responsible for the global economic crisis?
- \* Some industry bloggers contend that auditors should be taking more responsibility for the financial crisis. Do you agree?
- \* What is your opinion of the government bailout of the financial services industry?

As a CPA, you have a better-informed perspective of financial industry issues than almost anyone. That's why U.S. News & World Report is reaching out to accounting professionals nationwide to express their views on the recent financial headlines and controversies. Not only will your opinions be published in a national news forum, but you'll also receive a FREE eight-week digital subscription to U.S. News Weekly!

"The benefit of this nationwide CPA poll is to find out what CPAs really think about our current economic situation and then to publish those informed opinions in the national forum published by U.S. News & World Report," stated Nathan M. Bisk, Founder and Publisher of Bisk CPEasy. "This is our industry's chance to speak up and speak out about issues affecting our nation and to get our voices heard by regulators and lawmakers."

The nationwide CPA Poll and U.S. News & World Report subscription offer are available through June 30, 20xx. Don't miss this opportunity to speak out today!

1. Visit <http://www.USNews.com/speakup>
2. Enter the User Name: usnewscpa
3. Enter the Password: accountant

#### About Bisk Education

Founded in 1971 by Nathan M. Bisk, JD, CPA (FL), Bisk Education is the world's largest exclusive provider of professional education online. Bisk CPEasy, which has awarded over 14 million CPE credit hours since 1971, currently offers over 300 multimedia continuing professional education programs in a variety of multimedia formats. To learn more, visit <http://www.cpeasy.com>.

#### Contact:

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Bisk Education CPEasy  
9417 Princess Palm Avenue, Tampa, FL 33619  
813-621-6200  
<http://www.cpeasy.com>

###



### **Third National Annual Salary Survey for Medical Interpreters Underway**

WASHINGTON, Sept. 11, 20xx — A new 20xx IMIA Salary Survey will offer key insight into the medical interpreting profession. The strongest participation ever is anticipated, based on trends in this fast-emerging profession. Last year, more than 400 interpreters and managers from forty-two states participated in the International Medical Interpreters Association (IMIA) Annual Salary Survey; that participation was significantly higher than in the previous year. This 20xx survey promises to provide the data needed to start looking at profession trends, and to be a research tool that interpreters and managers can use to make decisions related to medical interpreter wages.

The 20xx survey promises to yield the strongest data yet, thanks to improved research technologies provided by Cvent, a robust survey software, which will better assess the aggregate data.

“The compensation rates reflect the current standards of recruitment, training and hiring of medical interpreters. National certification will ensure competency and therefore ensure patient safety and equal access to health care in diverse populations,” explained Izabel Arocha, IMIA president. “Certified ASL interpreters earn higher wages than spoken language interpreters, who are not nationally certified. This will change soon with national certification becoming available for medical interpreters. As awareness for minimum competency increases, the profession will become more attractive for those that are looking to enter a credentialed profession.” Demand for qualified medical interpreters continues to grow at a higher rate than in other professions, according to the Bureau of Labor Statistics.

Abbott Thayer, operations manager of the IMIA who worked to develop the 20xx survey, reflected, “We encourage everyone committed to language access and cultural competence to participate, to quantify the working conditions of medical interpreters. The results of this survey will paint a picture of our profession, with the type of strong, factual data that is foundational for the advancement of the profession worldwide.”

## About the IMIA

The International Medical Interpreters Association (IMIA) is committed to the advancement of professional medical interpreters as the best practice to equitable language access to health care for linguistically diverse patients. Founded in 1986, with over 1,600 members, most providing interpreting services in over 100 languages, the IMIA is the oldest and largest medical interpreter association in the world. While representing medical interpreters as the experts in medical interpreting, associate membership to the IMIA is open to those interested in medical interpreting and language access in health care. IMIA has a division of providers, corporate members, trainers and language-specific groups. (<http://www.imiaweb.org>)

Contact: Abbott Thayer, [athayerimia@gmail.com](mailto:athayerimia@gmail.com)

# # #

## **The Silverfern Group Expands Merchant Banking Team - Christopher Marlowe Joins as Managing Director**

SAN FRANCISCO, Aug. 4, 20xx — The Silverfern Group, Inc. announced today that it has continued the expansion of its senior merchant banking team with the addition of Christopher Marlowe, the former Head of the West Coast Financial Sponsors Practice at Wachovia Securities.

In bringing over 10 years of Mergers & Acquisitions and Private Equity experience to the Silverfern team, Christopher has completed over \$30 billion in private equity-backed transactions and has been responsible for advising private equity clients on financings, acquisitions, and exits in both the public and private markets. His experience spans a number of industries, with specific industry expertise in Technology, Consumer, Retail, General Industrial and Healthcare.

Prior to joining Silverfern, Christopher was responsible for advising on and raising financing to support leveraged buy-outs and recapitalizations, advising private equity-backed companies through the IPO process and providing private equity firms with Mergers & Acquisitions advice at Wachovia Securities. Christopher was a member of the initial team responsible for opening the Wachovia Securities office on the West Coast in 20xx.

Based in San Francisco, Christopher leads Silverfern's West Coast Private Equity Coverage effort, which includes coverage of private equity firms located in California, the Pacific Northwest and Chicago.

Silverfern Chairman & CEO Clive Holmes said, "We are delighted to upgrade our West Coast Client coverage effort so substantially with the addition of Christopher to our San Francisco office. At a time when other banks are cutting or reducing Sponsor coverage, Christopher joins a growing team of over 15 Silverfern Managing Directors focused intensely on the Private Equity community - a unique value proposition as our Clients increasingly seek proprietary deal origination and co-investment equity capital."

## About The Silverfern Group, Inc.

The Silverfern Group, Inc. (Silverfern) is an independently owned Merchant Bank specializing in originating and structuring proprietary (non-auction) buy-side Mergers & Acquisitions opportunities, Private Equity Fundraising, and through its affiliates Silverfern Co-Investment Partners and Silverfern Debt Advisors in making private equity co-investments and debt investments with relationship private equity firms worldwide. Silverfern's senior merchant bankers deliver a compelling competitive advantage to its Clients - combining exclusive access to robust proprietary deal flow and leading managers with the highest levels of Wall Street advice, analytical support and negotiating deal experience. The Silverfern Group, Inc. is a U.S. Broker-Dealer. Member FINRA.

Additional information is available at <http://www.silfern.com>

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# # #

## **Lightning Technology Pioneer Remembered**

BOULDER, Colo., May 4, 20xx — Roy B. Carpenter, Jr., world-renowned authority in lightning protection and grounding, passed away April 20th, 20xx, while traveling in South Korea. Mr. Carpenter was an inventor and entrepreneur, uniquely dedicated to his work, his family, and faith.

Mr. Carpenter started his career with the U.S. Air Force, both as a member of the military and as civilian staff. Later he accepted an appointment with the Apollo Project as Chief of Reliability and Qualification Testing. Subsequently he developed extended stay modules for space travel and lunar exploration, becoming Chief Engineer for the first Space Shuttle design team.

Mr. Carpenter left the space program in 1971 to provide the industry with a source of lightning protection technology from a systems-engineered perspective. His experiences during the space program led him to found LEA, Inc. and later, Lightning Eliminators & Consultants, Inc. based in Boulder, Colorado, where he continued to serve as Chief Technologist and Chairman of the Board. In a career spanning five decades, Mr. Carpenter developed nearly 100 specialized products and acquired 20 patents. Today, his lightning protection systems protect thousands of sites around the globe, many in service over 30 years.

Mr. Carpenter was born in Ayer, Massachusetts, August 23rd, 1922. He performed his studies at Northeastern, Syracuse, and West Coast Universities. He was a Senior Life Member of IEEE and a member of the USA NFPA-780 Committee on Lightning Protection Systems.

He is survived by his wife Dorothy, children Benson Carpenter, David Carpenter, Cynthia Pettross, & Peter Carpenter, and grandchildren Joshua, Sean, Mia, Luke, & Claire.

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+1 (303) 447-2828  
KatB@LECglobal.com  
<http://LECglobal.com>

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## **ShippingOnly.com Marks First Anniversary of Giving Away Free Products to Consumers, Benefiting Charities and Training People With Disabilities**

HAUPPAUGE, N.Y., Feb. 28, 20xx — Visit ShippingOnly.com and you'll find a website that is one of the only places online where every product featured is absolutely free. There are no coupons, no other purchases required, no membership fees, no spam and no strings attached. Consumers simply pay for shipping and handling. Sounds great, right? Well, it gets even better!

Every time a free product is claimed from <http://www.ShippingOnly.com>, all shipping and handling fees benefit the Long Island Network of Community Services (LINCS), a 501(c)(3) not-for-profit agency providing regional health and human services on Long Island. Product sorting and order packaging is routinely handled by a team of 8-10 young people with disabilities as part of a professionally supervised vocational training program.

The products on ShippingOnly.com are donated by manufacturers, retailers and wholesalers, and generally have a value much greater than the modest shipping and handling fee. New items are posted daily, with the very best items released each Tuesday morning. Most are snapped up quickly; however, the site features more than 300 different free items at any given time. Among the items currently available on ShippingOnly.com are books, CDs, DVDs, computer equipment, jewelry, baby gifts, toys, fashion accessories and designer clothing.

"Our first year of operation has been quite successful," said LINCS Managing Director Dr. Gail Barouh. "We have attracted a great customer base, dramatically expanded our product selection and added more features to our website. We expect to scale new heights in 20xx," she added.

With government funding shrinking and people contributing less locally due to recent disaster relief efforts, LINCS has piloted this innovative method of online fundraising. It's an exciting venture and a win-win situation for the organization as well as the consumer. A worthy charity receives critical financial support, consumers get free merchandise and people with special needs gain valuable job training experience.

For information:

Jeffrey L. Reynolds, MPA  
Vice President for Public Affairs  
(631) 385-2451

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## **YachtFest San Diego Offers Glimpse of Glamour During Rough Economic Waters**

### **10th Anniversary Event Celebrates a Decade of San Diego's Yachting Success**

SAN DIEGO, July 20, 20xx — Recognized as the West Coast's premier boutique yacht show, YachtFest San Diego 20xx will open the international yacht show season at San Diego's Shelter Island from September 17 to 20.

Celebrating its 10th anniversary, YachtFest San Diego, presented by San Diego Marine Exchange, offers what larger shows don't - a close glimpse inside some of the world's most luxurious floating vessels that range in size from 60 to over 155 feet.

"Our 10th annual event will entice yachting enthusiasts to sail toward America's Finest City," said Doug Sharp, of Sharp Design and YachtFest Board Chair. "YachtFest San Diego is the foremost place in the Western United States to buy, sell or charter premium yachts, not to mention one of the classiest venues to step aboard a glamorous first-class superyacht."

With San Diego recently dubbed the "new super-yacht capital" by CNN, new and improved megayacht facilities, and the wave of affluence in the city - YachtFest organizers anticipate greater interest in builder, charter, fractional and brokerage yachts.

More than \$60 million worth of boats, yachts, super yachts, luxury cars and other accessories will be on display and for sale during the show at Shelter Island's Island Palms Hotel and Marina at 2051 Shelter Island Drive. In addition to viewing yachts, attendees can check out the newest in yachting products and gain exclusive access to luxury goods.

YachtFest San Diego will be open Thursday through Saturday, September 17 through 19, from 11 a.m. to 6 p.m. and Sunday, September 20, from 11 a.m. to 4 p.m. Ticket prices vary, including:

- \* General Access tickets: \$34. Allows guests to experience the life aboard a first-class yacht. Two Day General Admission tickets are available for \$48.

- \* Preferred Access Badge: \$64. Gives yachting enthusiasts priority when boarding all yachts, as well as a complimentary beverage.

- \* Two-Day Preferred Access Badge: The ultimate package for yachting connoisseurs. Available for \$78, this badge enables guests to soak in the lavish lifestyle of a yachtsman.

All general admission tickets are \$5 off, and preferred access badges are \$10 off if purchased before Sept. 1. Children 14 and under are free with a paying adult, and active or retired military will receive a 50 percent discount with I.D.

## About YachtFest San Diego

YachtFest San Diego attracts visitors from around the world for an impressive showcase of mega-sized, luxurious yachts in addition to the latest equipment and other related luxury products for sale and on display.

YachtFest sponsors include San Diego Marine Exchange, Landmark Aviation, Sharp Design, Fraser Yachts Worldwide, Driscoll Boat Works, Wright & L'Estrange, The Marine Group, Bartell Hotels, Shelter Island Marina and Knight & Carver.

For more information on attendance, sponsorship or exhibitor opportunities, log on to <http://www.yachtfest.com> or call Integrated Sports Marketing at 858-836-0133.

Contact:

Sandy Young / Jean Walcher, JWalcher Communications  
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## **Growing Up Is Never Easy: The Pains of Recession Should Lead to More Mature Financial Practices**

ST. CLOUD, Minn., March 31, 20xx — Urging the country to put away childish things, President Obama could have been talking about poor spending habits. Like children, this nation demanded instant gratification. The retail concept of lay-away, popular just 30 years ago, went the way of the drive-in movie. No longer satisfied with buying what is affordable, Americans embraced run-away equity lines and defined themselves by what could be bought on credit. But those days are no more - and maybe it's for the better.

According to Patricia Hinds, founder of Granite Financial, "Faced with plummeting investment accounts, declining home values, and the real prospect of job loss, Americans suddenly are doing what they've needed to do all along - spend less and save more."

In fact, in the last three months of 20xx, the government reported Americans' savings rate, as a percentage of after-tax incomes, rose to 2.9 percent. That's up sharply from 1.2 percent in the third quarter and less than 1 percent just a year ago. Today, a shopping spree no longer appears to be the initial response to a wave of bad news. In February, the Commerce Department reported consumer spending fell for a record sixth straight month in December, dropping 1 percent amid worries about surging layoffs. The hunkering down trend likely will continue. The Conference Board Consumer Confidence Index(TM) plummeted further in February, reaching yet another all-time low. The Index now stands at 25.0 (1985=100), down from 37.4 in January. According to The Federal Reserve, although consumer borrowing rose slightly in January, economists still expect borrowing will remain weak this year with news of the unemployment rate surging to a 25-year high.

"With pessimism about the state of the economy increasing daily, suddenly it's chic to be cheap," says Hinds. "Frugality is back in style and splurges on widescreen TVs, top-of-the-line kitchens, and designer clothes are out." Across America, people have not only stopped borrowing, but they are actually paying back debt by paying down car loans, mortgages and credit card bills. Consumers are actually talking about how to save money - with their neighbors and, more importantly, with their bankers, credit card companies, and household service providers.

The fallout from collective belt-tightening has been referred to as the "paradox of thrift." That is, what's good for the people - spending less, and saving more - does nothing to lift the economy out of recession. While many economists suggest that it's bad news for our recession-battered economy when consumers pay off credit cards, increase their cash reserves, and skip a few pizza deliveries, Hinds begs to differ.

"I believe child-like spending played a role in this economic mess but our increasingly mature attitudes toward money management could make us healthier in the long run," says Hinds. "Just as growing up can be painful, enduring the difficult repercussions of

this recession may pay off by putting an end to bad financial habits.” This recession may be what it takes to help American consumers break free from a lifestyle of greed supported by excessive borrowing, leveraging and spending.

About Patricia Hinds and Granite Financial Inc.

Patricia Hinds, a branch manager for Securities America, Inc. and founder of Granite Financial Inc., has been a part of the financial services industry for over 19 years. She is a CERTIFIED FINANCIAL PLANNER(TM) practitioner and holds the Board Certified in Estate Planning (BCE) designation from the Institute of Business & Finance. Visit <http://www.granitefinancial.net> for more information.

Contact:

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# # #

## **Are You Making Yourself Easy to Work With in Your Job Search?**

### **Executive Search Consultant Recommends Ten Practical Tips to Help Job-Seekers Be More Likely to Be Seen and Considered**

FAIRLAWN, Ohio, March 19, 20xx — While there are many opinions regarding how to conduct a job search and write a resume, the following are some suggestions of David Creeger, CPC - President of Sanford Rose Associates(R) - Fairlawn, an executive search consulting firm, on how a job-seeker can enhance their chances of being seen and appreciated by a Job Search Resource (JSR). A JSR is a recruiter, HR person or other screener, or possibly the hiring manager for a job-seeker's next career opportunity. A JSR is really anyone that can help or facilitate a candidate's consideration for a new position. Candidates are competing for a JSR's time and interest, and the following tips are suggested as practical ways for job-seekers to make themselves easier to work with and to enhance their chances of being considered for a new opportunity:

- \* When contacting or asking about opportunities from a search firm or other JSR, sending a copy of the resume along with the request.
- \* Sending a resume via email unless otherwise requested.
- \* Creating a signature for all emails sent to JSRs that includes first and last name, phone number and email address.
- \* Sending a resume as a WORD 97-20xx document. It is easier to work with, is the most commonly accepted format and is easier to copy / paste into a database.
- \* When sending a resume, including a brief description in the cover email of interest, background, and expectations.
- \* Making a cover letter the text of the email which is concise, short, and to the point.
- \* Pasting a copy of a resume at the bottom of the cover email along with attaching it as a file in WORD format.
- \* Limiting a resume to no more than two pages. In fact, one page can many times be even more effective, because it shows prioritization and consideration of a JSR's time.
- \* A simple WORD format is the easiest to work with rather than many of the fancy templates some suggest. One test of a resume's effectiveness is to copy and paste it in text format to another file, and then checking to see if the new text only document coherently presents the information in a readable format.

\* Keep a resume simple and consistent so that it may be read and understood in the shortest possible time.

The above tips also help demonstrate that a candidate knows how to communicate effectively, is able to prioritize, and values and respects the JSR's time and consideration.

In closing, candidates should remember that a job search is still a numbers game that is highly dependent upon getting personal information considered by as many potential JSRs as possible in order to find the next opportunity.

For a more detailed version of this article, please send a request to:  
DavidC@SanfordRose.com

#### About David Creeger

David Creeger, CPC is President of the Sanford Rose Associates(R) - Fairlawn (OH) executive search firm and has over 30 years experience in the chemical and staffing industry (330-865-4545 / DavidC@SanfordRose.com). Sanford Rose Associates(R) - Fairlawn is one of more than 60 offices in the Sanford Rose Associates(R) global network of offices. Each office focuses on particular industries, professions or niches. Sanford Rose Associates(R) - Fairlawn is focused on the Chemical, Plastics, Rubber and related industries with an increasing presence in Alternative Energy and Green Chemistry. Please visit <http://www.sanfordrose.com> for more information on the Sanford Rose Associates(R) network of offices and how they can be of value to you.

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###

## **Covering Pope Benedict's Visit to America**

### **Commentators Available on Life, Teaching and Papacy of Pope Benedict XVI**

ATLANTA, April 3, 20xx — Between April 15 and April 20, Americans will get their first visit from one of the world's most prominent leaders. While Cardinal Joseph Ratzinger visited the United States five times previously, the now Pope Benedict XVI makes this maiden journey at an interesting time in U.S. history. Americans are in the midst of a controversial and heated presidential campaign in which many of the key issues important to U.S. Catholic voters are in play. It is expected that Benedict will address topics of personal morality, social justice, and the Church's relationship with other religions when he visits the heart of U.S. political activity in the nation's capital and addresses the General Assembly of the United Nations in New York City.

Roman Catholics are the largest single denomination in the United States with slightly more than 65 million members. The Catholic Church in the United States is one of the most respected and influential voices in the country and the world.

While he is in the United States, Pope Benedict will celebrate his 81st birthday on April 16 and his 3rd anniversary as Pope on April 19.

The Maximus Group, the leading Catholic communications company in the United States, has assembled a variety of spokespersons to speak on aspects of Pope Benedict XVI's life, theology and pontificate. Here is a sampling of commentators available:

— Greg Erlandson, President and publisher for Our Sunday Visitor, one of the nation's oldest and largest Catholic publishers - they've been covering US Catholic issues for nearly 100 years.

— John Norton, Former Rome bureau correspondent for Catholic News Service and international news anchor for Vatican Radio, currently Editor for Our Sunday Visitor.

— Dr. Matthew Bunson, Advisor to the cause of canonization for two Saints, Author of *We Have a Pope!* - first biography on Pope Benedict XVI, and USA Today special consultant.

— Amy Welborn, Author and popular blogger (Authored response to *Da Vinci Code*).

— Michael Dubruiel, Editor of Questions and Answers from Pope Benedict XVI and author of a series of books on Catholic topics.

— Brennan Pursell, Professor at DeSales University, author of *Benedict of Bavaria* (New release - March 25, 20xx).

— Dr. Pia de Solenni, Expert on women's issues, moral theologian, and cultural commentator.

Full biographies of these commentators and their topics are available.

The Maximus Group, LLC - The Maximus Group, a Catholic communications agency, first offered this unprecedented service to the media in 20xx at the time of the passing of Pope John Paul II, during the days of the interregnum and the papal conclave, and concluding with the election of Cardinal Joseph Ratzinger and his installation as Pope Benedict XVI.

For interview requests or additional information, please contact Ashley Walker at 678-990-9032 or Christine Schicker at 404-610-8871.

FOR INFORMATION, CONTACT:

The Maximus Group (678) 990-9032;  
Ashley Walker, ext. 105, c: (404) 791-9725, or  
Christine Schicker, c: (404) 610-8871

# # #

**Social Science Experts Available to Discuss Issues of Class, Race, and the Environment, and the Nature of Responses to the Hurricane Katrina Disaster**

WILLIAMSBURG, Va., Sept. 13, 20xx — To assist journalists covering Hurricane Katrina and its aftermath, the Environment and Technology Section of the American Sociological Association has compiled a list of sources and information related to the class and race issues exposed by the storm, and the ensuing disaster response.

These resources include: the names and contact information of experts; university-based research centers focused on disasters and related topics; and key articles and books available online. They are listed below.

Research in environmental sociology also provides a number of important perspectives journalists can use to guide their reporting on the causes and effects of a hurricane such as Katrina:

- "Natural" disasters have clear patterns based on social organizations.
- Disasters and the failure of emergency responses are normal, not special, events.
- Worst cases can be expected.
- The response to Katrina followed a typical (dysfunctional) pattern.
- Who suffers is not random - minorities and the poor bear the brunt of environmental risks.
- Disasters can create pressure for positive political and social change.

**Expert Contacts on Disaster Response**

These individuals will make every effort to be available for interviews as events unfold.

Shirley Laska, University of New Orleans, 20xxRSS@louisiana.edu  
Disaster planning and response regarding hurricanes and the levee system in New Orleans. Author of "Disasters Waiting to Happen ... What if Hurricane Ivan Had Not Missed New Orleans?" in November 20xx.  
<http://www.colorado.edu/hazards/o/nov04/nov04c.html>

Lee Clarke, Rutgers University, (732) 445-5741, [lee@leeclarke.com](mailto:lee@leeclarke.com)  
Disasters, emergency response planning and organizational/ technological failures.  
Author of "Mission Improbable: Using Fantasy Documents to Tame Disaster" -  
<http://leeclarke.com/mipages/mi.html> - and "Worst Cases: Terror and Catastrophe in the  
Popular Imagination."

Steve Picou, University of South Alabama, (251) 460-6347, [spicou@usouthal.edu](mailto:spicou@usouthal.edu)  
Long-term community impacts of disasters. Recently completed a study of the  
community impacts of Hurricane Ivan on the coastal community of Orange Beach, AL.

Kai Erikson, Yale University, (203) 432-3326, [kai.erikson@yale.edu](mailto:kai.erikson@yale.edu)  
Social consequences of catastrophic events. Author of "A New Species of Trouble:  
Explorations in Disaster, Trauma, and Community and Everything in its Path," a classic  
on the Buffalo Creek flood.

Kathleen Tierney, University of Colorado-Boulder, (303) 492-6427,  
[tierneyk@colorado.edu](mailto:tierneyk@colorado.edu)  
Disaster preparedness and response. Director of the Natural Hazards Research Center,  
University of Colorado-Boulder. Author of "Facing the Unexpected: Disaster  
Preparedness and Response in the United States."

Havidan Rodriguez, University of Delaware, (302) 831-6618, [havidan@udel.edu](mailto:havidan@udel.edu)  
Role of science, technology, and the media in the communication of risk and warnings.  
Director of the Disaster Research Center, University of Delaware. Author of "Disasters,  
Vulnerability, and Society: An International and Multi-Disciplinary Approach."

Expert Contacts on Class, Race, and the Environment

Robert Bullard, Clark Atlanta University, (404) 880-6911, [rbullard4ej@worldnet.att.net](mailto:rbullard4ej@worldnet.att.net)  
Environmental justice and public participation concerns, author of "Dumping in Dixie."

David Pellow, University of Colorado-Boulder, (858) 822-5118, [dpellow@ucsd.edu](mailto:dpellow@ucsd.edu)  
Environmental justice, race, and ethnicity.

Beverly Wright, Xavier University in New Orleans, (504) 483-7541, [dscej@aol.com](mailto:dscej@aol.com)  
Founder and Director of the Deep South Center for Environmental Justice.

Timmons Roberts, College of William and Mary, (757)-221-2463, [jtrobe@wm.edu](mailto:jtrobe@wm.edu)  
Environmental justice and climate change. Long-term resident of New Orleans and  
author of "Chronicles from the Environmental Justice Frontline" and new research on  
inequality and climate change impacts.

Research Centers

Natural Hazards Center, Colorado - <http://www.colorado.edu/hazards/>



Disaster Research Center, Delaware - <http://www.udel.edu/DRC/>

Worst Cases, Rutgers - <http://www.worstcases.com>

Environmental Justice Resource Center - <http://www.ejrc.cau.edu/>

#### Key Articles and Books

Natural Hazards Review - <http://www.pubs.asce.org/journals/nh.html>

Natural Hazards Observer - [http://worstcases.com/documents/Natural\\_hazards.pdf](http://worstcases.com/documents/Natural_hazards.pdf)

#### Contact:

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# # #

## **Chandler/May, Inc. Acquires Controlling Share of AeroMech Engineering Inc.**

HUNTSVILLE, Ala., Aug. 21, 20xx — Chandler/May, Inc., a leading integrator of Unmanned Systems and Command and Control computing systems, announced that they have acquired a controlling share of AeroMech Engineering Inc., an engineering services and manufacturing firm supporting the unmanned aircraft systems (UAS) market.

AeroMech Engineering, located in San Luis Obispo, CA, provides engineering services in the areas of aeronautical, mechanical, and manufacturing as well as metallic and composite fabrication services. As a manufacturing support contractor to major primes, AeroMech has delivered over 1000 fully autonomous UAS's of varying types ranging from a 4-lb battery powered aircraft to a 150-lb jet powered aircraft, as well as many components of UAS and military command and control applications, including payloads, targets, and software systems.

Chandler/May, Inc. (<http://www.chandlermay.com>) designs, integrates, and manufactures tactical computing and electronic systems for military and rugged applications, including the integration of high-end processing systems into tactical shelters and other rugged enclosures. Chandler/May, Inc. has been instrumental in the fielding and support of the United States Army's "One System Ground Control Station" (OSGCS) used by the Pioneer(TM), Shadow(TM) (Army and Marine Corps), Hunter(TM), and SkyWarrior(TM) UAS's, and has delivered hundreds of these systems to the Warfighter to be used in theaters worldwide.

"AeroMech Engineering's significant engineering and production capability completes our offering and makes Chandler/May a full-service provider in nearly every aspect of the UAS market, including ground stations, payloads, and airframes," said Jay Chandler, co-founder and Sr. Vice President of Chandler/May, Inc. "They also bring a substantial software production capability to our company, significant intellectual property, and a history of superior performance that is entirely consistent with our culture of excellent support to our prime contractors and government customers."

Thomas Akers, co-founder and current Chief Executive Officer of AeroMech Engineering, who will continue to lead AeroMech Engineering, commented, "We are very excited about being a part of Chandler/May. We see great synergy between the companies and know that together we can expand our market presence and provide a full range of products and services to our customers."

### **About Chandler/May**

Chandler/May is a System Integration and Tactical Product Development company that has delivered hundreds of C2 shelters, rugged computing systems, and I/O solutions to the Defense and Aerospace Markets. These military systems designed and built by

Chandler/May include the development and production of tactical ground control shelters, custom C2 systems on air defense control platforms, portable ground control stations, submarine tactical equipment test stations, UAV flight and payload computers, aircraft glass inspection systems, and field-rugged system simulators and trainers.

<http://www.chandlermay.com>

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# # #

## **Unprecedented Merger Occurs in Retained Physician Search Industry**

ATLANTA, June 1, 20xx — Two of the nation's most rapidly growing retained physician search firms, Medicus Partners, LP, Dallas, TX, and The MD Firm, Inc., Atlanta, GA, have agreed to merge their operations under the new name The Medicus Firm, LLC. Transaction terms were not disclosed.

Crutchfield Capital Corporation served as advisor to both parties.

“Successful mergers are built upon cultural fit, the integrity of the leaders, and the energy behind their combined vision; this merger clearly has all three,” said Rick Wilson, Managing Director, Crutchfield Capital Corporation.

“We are thrilled with the combination of Medicus Partners’ and The MD Firm’s culture, client service strength and opportunities. The new firm’s national coverage, depth of expertise and quality client relationships are without comparison in the physician search market,” said Bob Collins, Managing Partner of Medicus Partners.

Steve Marsh, co-founder of The MD Firm, was equally pleased with the merger. “The alignment of these two companies, their cultures, reputations and collective resources made this union very compelling. We believe the combined forces of Medicus Partners and The MD Firm will result in great benefits for our employees, clients and physicians with whom we work across the country,” Marsh stated.

The new company, The Medicus Firm, with approximately 70 associates, offers hospitals and medical employers nationwide one of the most experienced physician recruiting teams in the country, plus the combined resources and personnel in marketing, sourcing, and physician staffing data.

### **About Medicus Partners**

Medicus Partners provides physician recruiting and consulting services to hospitals and physician practices across the country, with a particular strength in the Midwestern, Central and Northeastern United States. The Company, which was founded in 20xx, is headquartered in Dallas, TX, and currently employs approximately 35 consultants. It has been named as the 9th Best Place to Work in Texas as well as the 28th Fastest-Growing, Privately Held Staffing Firm in the U.S. by the Staffing Industry Analysts and was a 20xx Inc. 5000 company.

#### About The MD Firm, Inc.

The MD Firm specializes in permanent placement of physicians in the United States with particular strength in the Eastern and Western states. The company was founded in 20xx and has grown exponentially and now employs approximately 35 associates. Headquartered in Atlanta, GA, with a regional office in Dallas, TX, the firm's unique approach to client relationship agreements as well as its success in placing physician candidates has allowed it to become the preferred full service search firm for several large, national hospital systems. The firm currently has several national provider agreements, quickly propelling the firm to national prominence.

#### About Crutchfield Capital Corporation

Crutchfield Capital Corporation is a private investment banking firm providing corporate finance services to middle-market companies. Since 1991, the firm has represented more than 100 clients nationwide and has completed transactions with an aggregate value in excess of \$1 billion (<http://www.crutchfieldcapital.com>). Securities offered through Crutchfield Securities, L.L.C. (Member FINRA/SIPC)

More information regarding The Medicus Firm's services and history may be found at <http://www.themedicusfirm.com> or you may contact Kevin Perpetua, [kperpetua@themedicusfirm.com](mailto:kperpetua@themedicusfirm.com), 800-779-8804.

# # #

## **BLU-MED Announces New Medical Preparedness Contracts**

KIRKLAND, Wash., Nov. 30, 20xx — BLU-MED Response Systems announced today two new contract awards, worth over \$850K combined, that will increase medical preparedness and surge capacity for hospitals and public health systems in the State of Idaho's Health Department District Four and Suffolk County, NY.

The first contract, for three Rapidly Deployable Medical Response Systems, was awarded by the Idaho Central District Health Department. This contract includes customized BLU-MED deployable medical shelters, HVAC and electrical systems, generators and ancillary support units. In addition to the portable medical shelters and equipment, BLU-MED will provide training and technical support services for the Central District Health Department in Idaho in early 20xx. The state-of-the-art BLU-MED shelter systems will be used to boost medical surge capacity in the event of pandemic influenza, bioterrorism, or other mass casualty incident.

The second contract, awarded by the Suffolk County Fire Rescue and Emergency Services agency, is for two Rapidly Deployable Medical Response Systems. Suffolk County will have access to these BLU-MED RapidSurge Systems full-scale emergency medical shelters that have been upgraded with negative pressure isolation capacity, a decontamination system, and a complete latrine package.

"These systems will offer great flexibility in meeting both Idaho's and Suffolk County's public health needs in a disaster or emergency," said president of BLU-MED Response Systems Gerrit Boyle. "They can be utilized to provide space for hospital surge capacity, medical isolation and large scale immunizations, as well as, extra capacity for triage and evaluation at the scene of an incident."

The new BLU-MED Response contracts will add Idaho and Suffolk County, NY to a growing list of states, counties and municipalities that are building their preparedness for large-scale public health emergencies. "We are pleased to assist these government agencies in their strategies to build a tangible system of deployable assets for medical preparedness," said Boyle.

## About BLU-MED Response Systems

BLU-MED Response Systems is America's Leader in Deployable Medical Facilities. BLU-MED also provides turnkey, portable shelter-based solutions for alternate command centers, temporary housing and base camp requirements. The company offers a full range of medical equipment packages and related support services including vendor managed inventory, field deployment, and training & exercise support.

BLU-MED facilities can be sized and customized to meet a variety of state and local emergency management and public health needs, with modular options including medical surge wards, patient treatment, decontamination, immunization/drug distribution, negative pressure isolation, and field laboratory units. BLU-MED Response Systems is a division of Alaska Structures, Inc. For more information see <http://www.blu-med.com>.

Contact:

Gerrit Boyle  
360.318.9913

# # #

## **Henry H. Kessler Foundation Awards \$100,000 Grant to Metro Scanning and HCE**

### **Metro Scanning Offers First-Ever Certification Program**

JERSEY CITY, N.J., Nov. 9, 20xx — Hudson Community Enterprises (HCE), a nonprofit enterprise made up of social ventures and employment preparation programs that help special needs people become self-sufficient, today announced that The Henry H. Kessler Foundation has awarded HCE a \$100,000 grant to fund its newest social enterprise Metro Scanning. The Henry H. Kessler Foundation is a non-profit organization that awards over \$6 million annually to organizations that improve the lives of people with disabilities through research, education and community services. Grant recipients are selected based on their impact to the public and a proven track record of success. Metro Scanning is a document imaging company and first-ever document imaging certification program for special needs people.

"HCE and its newest social enterprise, Metro Scanning, were chosen because of its wide-ranging impact on the special needs community. This social enterprise business has multi-dimensional benefits for special needs people and is one of the best we've seen," said Kessler President D. McWilliams Kessler.

The grant from the Kessler Foundation includes funds for establishing a NJDARM certified document imaging operation and implementing a comprehensive 9-week certification course. The course, launched on October 17th, teaches special needs people everything from the basics of current document management legislation to document imaging technology and indexing.

"We are grateful that an organization of the caliber of The Henry H. Kessler Foundation recognizes the far-reaching impact of our new document imaging social enterprise," said HCE President Maureen Walliser. "Through their support we can now offer special needs people employment in and the chance to learn a high-tech occupation that is up and coming."

About The Henry H. Kessler Foundation, Inc.

The Henry H. Kessler Foundation, Inc. (<http://www.hhkfdn.org>) is a non-profit organization dedicated to perpetuating the vision and preserving the legacy of Dr. Henry H. Kessler, a renowned pioneer in the development and practice of physical medicine and rehabilitation. The Foundation works to improve the quality of life for people living with disabilities through research, education and community services. It supports research through a premier medical research organization, the Kessler Medical Rehabilitation Research and Education Corporation, whose research focuses on improving health and promoting wellness for people with spinal cord and traumatic brain injury, stroke, multiple sclerosis and other neurological and orthopedic conditions.



## About Hudson Community Enterprises

Hudson Community Enterprises (HCE) is a collaborative non-profit enterprise made up of forward-thinking social ventures and innovative employment preparation programs that enable special needs people to become self-sufficient. HCE offers vocational training in a variety of employment areas and job placement programs. HCE's four social ventures include Metro Shredding, Metro Scanning, Metro Fulfillment, and Metro Litter Patrol. HCE's offices are located in Jersey City, NJ. Please call 201-434-3303 or visit our web site at <http://www.hudsoncommunity.org>.

### Contacts:

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201-988-3329

The Henry H. Kessler Foundation  
Elaine M. Katz, M.S.  
973-324-8367

# # #

## **Out In Style, Inc. Celebrates 15th Anniversary of Online Retail with Special Rebate Program**

### **September incentive provides motivation for communities to gear up for hurricane, Swine Flu and disaster relief**

BROOKLYN, N.Y., Sept. 4, 20xx — Not many online retailers can make the claim that they've been in business for 15 years. But Out In Style, Inc. (OIS) (<http://www.outinstyle.com>), an Internet-based portal for more than 30,000 camping, hunting, law enforcement, military products and clothing items, as well as disaster relief, first-responder, survival and safety gear, is officially celebrating its 15th Anniversary of Web-based sales this September, having first launched in September 1994.

To celebrate its landmark success, OIS' president, Abraham Perkowski, has just announced that the company is offering its loyal customers a 20 percent rebate off all items this month. The promotion is timely because it provides an extra incentive for purchasing disaster-relief products, particularly those pertaining to hurricane response and the approaching H1N1 Flu season.

"When we started online sales 15 years ago, there was an overtone of pessimism about us taking this Internet route - people just weren't sure it would ever be profitable or practical," Perkowski says. "But we've stood the 'test of time,' and come out as a leader within our industry. The key to our longevity remains in our ability to provide programs that truly benefit buyers, ensure timely delivery of quality products, and give our customers the personal service they deserve. You don't find that with just any and every online retailer."

OIS has established itself as a reliable resource for governments and state contracts, particularly those relating to disaster-relief efforts such as hurricanes and epidemics. For example, with its new CYA Program (<http://www.outinstyle.com/info/relief>), state and local municipalities can now pre-purchase a set quantity of disaster-relief products such as cots, and OIS will actually store them for free. The company has saved procurement officers tens of thousands of dollars through the program, as well as offered bulk discounts on other essentials, too.

OIS carries unique, patented items like the pop-up, portable bathroom (<http://www.outinstyle.com/p-/POPUP>), Shelter Pak(TM) (<http://www.shelterpak.com>), portable camping stool & toilet combo (<http://www.outinstyle.com/p-/OIS-3485.html>), and an award-winning military folding cot (<http://www.outinstyle.com/p-/OIS-50000>) that holds up to 600 pounds in weight. Considering that OIS' standard markups are among the lowest in the industry, plus the 20 percent rebate that's being offered this September, OIS goods are now below-cost.

“Governments and municipalities are trying to determine how to afford the necessary disaster-relief preparations, and this is an unbeatable opportunity to save big,” Perkowski says. “With our help, it’s now possible to gear up now for tough times later on. By celebrating our anniversary with this special rebate program, we’re hoping we’re providing that carrot customers need to get ready, plus we’re ‘giving back’ to those who’ve given to us over the years.”

For information about Out In Style’s anniversary rebate or CYA programs, call 1-888-667-3453 or e-mail [sales@outinstyle.com](mailto:sales@outinstyle.com). To view OutInStyle.com’s comprehensive product offering, visit: <http://www.outinstyle.com>.

Contact:

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718-258-0124 ext. 201  
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# # #

## **Gourmet Salt Purveyor Spices Up Business with ‘SaltWorks Stimulus’ Free Shipping Promotion**

**Joining in on the current economic upswing, SaltWorks extends first-ever free shipping offer**

WOODINVILLE, Wash., Aug. 6, 20xx — For gourmet salt company SaltWorks, business is holding strong, with sales up 25 percent over last year. Wanting to shake things up and give its loyal customers a break in tough times, the company has introduced their SaltWorks Stimulus - its first-ever offer of free shipping.

For a company that sells sea salt in quantities ranging from single packages to full pallets and ocean containers, that’s quite an offer. “This is a very significant discount,” said SaltWorks CEO Mark Zoske. “Depending on the size of the order, shipping can account for up to 30 percent of the total cost. We already offer the lowest price in the world on gourmet salts. Now, with this promotion, our shipping costs are the lowest as well.”

SaltWorks boasts the largest selection of specialty gourmet salts available, with more than 100 varieties. Its products include retail, bulk and bath & spa salts.

Sea salt is increasingly becoming the choice of discriminating consumers for both the table and the bath. For those who want fewer additives in their food and more sophisticated flavor profiles, sea salt is the preferred choice. In the bath, sea salt can stimulate circulation, ease muscle cramps, help relieve stiff joints, relieve arthritis or back pain and soothe aches. Sea salt helps cleanse and detoxify the largest organ in the body - the skin.

SaltWorks’ promotion is valid through Aug. 31, 20xx. The free shipping offer is good for free UPS ground shipping within the continental United States. Discounts are available to all other locations around the world. For more information, visit <http://www.seasalt.com>.

About SaltWorks, Inc.

SaltWorks is America’s gourmet sea salt company, offering the largest selection in the world and the finest brands, including Artisan Salt Company, Fusion, Le Tresor and Pure Ocean. No other company offers as many types, packaging configurations, or grain sizes. The company stocks over two million pounds of sea salt in more than 100 different varieties in its Woodinville, WA warehouse, and most orders are ready to ship within 24 hours. All of SaltWorks’ natural sea salts are Kosher certified, and guaranteed for purity and quality. SaltWorks prides itself on its approach to the sea salt business, focusing on traditional harvesting methods, sustainability, natural processes and quality. All logistics, regulatory compliance, and documentation are handled for customers.

Contact:

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<http://www.seasalt.com>  
<http://www.artisansalt.com>

# # #

## **\$34,000 Birthday Bash: eReleases Celebrates 11 Years with Netbook and Press Release Giveaways**

BALTIMORE, July 13, 20xx — This October, press release distribution service eReleases(R) (<http://www.ereleases.com>) turns 11 years old, but the company is celebrating this milestone early: For the next 11 weeks, eReleases will give away one Netbook PC each week and a press release distribution every day (<http://www.ereleases.com/prfuel/free-asus-eee-pc-1005ha-77-free-press-releases/>).

The prizes - in total, 11 Netbooks and 77 press release distributions - are valued at a whopping \$34,000, and any business with a Twitter or Delicious account, blog or Web site can enter the giveaway multiple times. Even those not on Twitter or Delicious and without a Web presence have a chance to win, because eReleases is awarding one entry to every person who fills out the giveaway contact form (<http://www.ereleases.com/prfuel/free-asus-eee-pc-1005ha-77-free-press-releases/>).

The Netbook prize is the Asus(R) Eee PC(TM) 1005HA, a CNET editors' choice in June 20xx. It comes equipped with features like a 10.5-hour battery life, built-in Bluetooth, 160GB of storage and an ergonomic keyboard, and retails for around \$389.

Each press release distribution eReleases gives away will provide the same industry-leading service offered at eReleases' standard rates. Winners' press releases will be issued over a Tier-1 newswire, targeted to subscribing trade journalists and optimized for online visibility - a far cry from online press release services that blast out releases to free websites with no media contacts or industry credentials.

"We'll be celebrating the eleventh anniversary of eReleases in 11 weeks, so this is the perfect time to launch a giveaway," stated Mickie Kennedy, founder and CEO of eReleases. "The Netbooks and the press release distributions are prizes businesses can really use, and social media tools make it simple to enter and have multiple chances of winning."

Complete giveaway guidelines, including text and links for Twitter and blogs, are available at <http://www.ereleases.com/prfuel/free-asus-eee-pc-1005ha-77-free-press-releases/>. Winners will be announced via press releases issued by eReleases and posted online.

### **About eReleases(R)**

In its eleventh year of business, eReleases (<http://www.ereleases.com>) is the low-cost leader in press release distribution and writing services. The company was founded on the principle that professional press release writing and targeted press release distribution should not be out of reach for small and medium-sized businesses. The company earlier this year launched CauseWire(TM) (<http://www.ereleases.com/causewire/>), a press

release service for nonprofit organizations, and GreenRelease(TM), a press release submission program designed to offset global warming. Through its PR Fuel blog (<http://www.ereleases.com/prfuel>) and newsletter, eReleases.com features press release tips and resources for visitors who want to learn more about press releases, including the recent article “Free Press Release Websites Are Expensive” (<http://www.ereleases.com/prfuel/free-press-release-websites-are-expensive/>).

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# # #

## **Photoburbia.com, a New Online Community for Photographers, Kicks Off with Contest for a Canon Rebel XSi, Complete with Lens**

HYRUM, Utah, Dec. 1, 20xx — QuickPro, LLC is commemorating the launch of Photoburbia.com (<http://photoburbia.com>), its new online community for photographers of all skill levels, with a photography contest that features a Canon Rebel XSi Single-Lens Reflex (SLR) camera as the grand prize.

To enter the contest, members simply create a site account and post any pictures that they have taken in the contest media files. Categories include: People & Portraits; Nature, Wildlife & Travel; Weddings & Events; and “Other” for miscellaneous pictures. In addition to the grand prize of the Canon Rebel XSi SLR camera, other prizes will be awarded for the “best of show” in each category. There will also be SLR’s from Pentax and Olympus given on the 15th of December and January for members. On February 15, 20xx, the Grand prize will be chosen by a panel of judges made up of professional photographers.

The contest’s submission deadline is February 12, 20xx. “Not only will participants have a chance to win a gorgeous, high-end digital camera, but it’s also a fun way to get together with other photography enthusiasts,” said Landon Bradfield, sales manager of QuickPro. “To be eligible for prizes, you just have to set up a valid account and the pictures that you post must be your own.”

Members and visitors can browse a gallery of the submitted entries. In addition to the contest entries, members can upload a limitless number of photographs to the site for display in their personal galleries.

The purpose of Photoburbia is to enable photography enthusiasts, from beginners to professionals, to connect with each other to share picture-taking techniques as well as to view and critique each other’s photos. “Our business is helping photography enthusiasts get excited about their art and improve their skills via DVD tutorials for SLR cameras,” stated Bradfield. “But we wanted to help all photographers expand their knowledge no matter what type of equipment they use. So we have created Photoburbia.”

The online community allows users to share the stories and techniques behind their photographs so that others can gain insight into their work. Users can take advantage of blogs, forums and wikis to connect with each other and share expertise, photo opportunities, comments about the inspiration behind specific photographs as well as suggestions on how to enhance images.

Users can look for specific community members via the site’s browse, sort or search features. In addition, community members who are searching for specific information or support can join or create groups in the categories of Photoshop, Scrapbooking, Product Review and Photography.



To learn more about Photoburbia, visit <http://photoburbia.com>.

#### About QuickPro, LLC

Founded in 20xx, QuickPro, LLC creates QuickPro Camera Guides and digital camera instructional tutorials. Serving the market of SLR camera users, QuickPro strives to instill confidence, enhance technical ability and inspire excitement with its dynamic DVD manuals. QuickPro provides camera guides for most major camera brands.

#### Contact:

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# # #

## **Five Hot Show Ideas for Spring-Related Topics**

NEW YORK, March 18, 20xx –

### **The Dirty Secrets of Spring Cleaning**

Did you know that cleaning products labeled “fragrance free” may actually contain chemicals to cover up the scent? Even worse, air fresheners actually pollute the air in your home with harmful chemicals. Invite Lisa and Ron Beres to tell your audience about common spring cleaning hazards and how to avoid them.

CONTACT: Lisa and Ron Beres, (949) 387-3804 (CA); media@greennest.com

AVAILABILITY: California, nationwide by arrangement, and via telephone

### **Do Shorts and Bathing Suits Make You Want to Hide?**

As a clinical psychologist, Dr. Sheila Forman can discuss the body image issues that can be at their worst in the spring and summer. She has helped hundreds of patients make the journey from emotional overeating to being at peace with food, and she can help your audience.

CONTACT: Dr. Sheila Forman, (310) 995-2529 (CA); drsheilaforman@msn.com

AVAILABILITY: California, nationwide by arrangement, and via telephone

### **Spring Is a Time for New Life**

Are you ready to create the life you truly desire to live? Psychiatrist Dr. Tracy Latz and psychologist Dr. Marion Ross will reveal the secrets to removing the obstacles that keep you from the happiness you deserve.

CONTACT: Dr. Marion Ross, (917) 653-0437 (NY); info@12keystoshift.com

AVAILABILITY: New York, nationwide by arrangement, and via telephone

### **Bicycles for People Weighing over 250 Pounds**

In the spring everyone wants to get outside and be active. Bicycling is a popular activity, but for heavier folks it can be hard to find a safe and comfortable bike ... until now. Invite Joan Denizot, the owner of SuperSizedCycles.com, to discuss the importance of bicycling for all body types.

CONTACT: Joan Denizot, (802) 238-9804 (VT); joan.denizot@gmail.com

AVAILABILITY: Vermont, nationwide by arrangement, and via telephone

## Relaxing Outdoors with Japanese Zen Gardening

At a time when stress seems inescapable, Christopher May can tell your audience about the inexpensive and relaxing art of Japanese Zen gardening. Unlike traditional gardening with its perfectly shaped borders and high maintenance, Zen gardening is free, wild, and soothing.

CONTACT: Christopher Lee May, (480) 443-7754 (AZ); [christopher@fourgates.com](mailto:christopher@fourgates.com)

AVAILABILITY: Arizona, nationwide by arrangement, and via telephone

# # #

## **Valentine's Value Vacations: BedandBreakfast.com Valentine's Day Packages Tug at the Heart Strings with Complimentary Extras**

AUSTIN, Texas, Jan. 23, 20xx — BedandBreakfast.com member inns have gone beyond complimentary breakfasts, refreshments, and Wi-Fi to add just what Valentines are seeking ... more great values. Look to <http://www.BedandBreakfast.com> for more than 110 amenity-packed B&B getaways in the U.S, Canada, Mexico, and the Caribbean, featuring romantic candlelight dinners, massages, flowers and chocolates.

This Valentine's Day, give your special someone The Getaway Gift Card from BedandBreakfast.com; it's the gift of a romantic escape to your choice of 4000 B&Bs in U.S. and Canada. Best of all, to insure a perfect Valentine's Day, BedandBreakfast.com has a ten-percent discount on all February gift card purchases of \$100 or more. Simply enter the promotional code ROMANCE10 at check-out. To learn more, go to <http://www.bedandbreakfast.com/GiftCertificates.aspx>.

This year, enjoy a Valentine's Value Vacations, loaded with extras, and listed alphabetically by state.

Captain's Inn at Moss Landing, Moss Landing, CA: Mention "Captain's Inn Valentine's Day Special" in February and you'll be treated to a free one-hour rental of the inn's red tandem bicycle (\$35 value).

A Mountain Valley Home B&B Inn, Estes Park, CO: Stay February 13-15, and men are invited to a complimentary "gents only" cooking class with Chef Paul; then the next morning, the guys display their culinary expertise by cooking and serving brunch to their ladies.

Washington Plantation B&B, Washington, GA: Stay two nights throughout February at the standard rate (\$150-\$220) and receive such complimentary offerings as fresh roses, champagne, a rose-petal-strewn bed, and a Valentine's teddy bear to take home.

Tryon Farm Guest House, Michigan City, IN: Stay in February, and this innkeeper will send a text message to your sweetheart (with your input). Romantic extras include chocolates, flowers, gourmet breakfasts, and a fun relationship quiz.

Inn at Norwood, Sykesville, MD: Stay two nights in February, and you'll be treated to a sparkling cider, chocolates, a surprise gift, and a candlelight breakfast with soft music. Mention this special when booking.

Garden Gables Inn, Lenox, MA: Stay February 13-15 and receive a free bottle of wine, a champagne brunch, rose petal bubble bath kit, and an artisan-made Valentine card with your personalized message (advance notice).

Seagull Inn B&B, Marblehead, MA: Book a two-night stay on Valentine's weekend and get a ten-percent discount plus a complimentary bottle of champagne.

The Kerr House, Statesville, NC: Come for a romantic Valentine's getaway February 13-14 and enjoy a 20-percent discount plus chocolate-covered strawberries.

Fallen Tree B&B, Carlisle, PA: Stay two nights between February 6 -15 and enjoy complimentary roses and champagne.

Silver Service Inn, Manchester, VT: February 14-15, guestrooms have complimentary champagne, chocolates, and heart-shaped cookies. A special Valentine full breakfast will be served on Sunday.

Sweet Dreams Luxury Inn, Abbotsford, BC, CANADA: February 12-15, enjoy chocolate-covered strawberries, sparkling cider, tea lights, rose petals, and breakfast in bed, a \$50 value.

For another Valentine's Story visit BedandBreakfast.com's Press Room (<http://www.bedandbreakfast.com/about/pressRoom.aspx>) for BedandBreakfast.com's Romantic Picks for Valentine's Day and Beyond, a listing of favorite inns for romantic getaways year-round.

To learn more about 7,000 perfect choices for your next B&B getaway visit BedandBreakfast.com, the leading online bed and breakfast directory and reservation network worldwide. A variety of search functions and extensive maps enable inngoers to find the perfect B&B. Travelers can make reservations online, purchase The Getaway Gift Card from BedandBreakfast.com, welcomed at over 4,000 B&Bs in the U.S. and Canada, read up-to-date trip reports on The BedandBreakfast.com Blog, read and write independent reviews, and post questions on expert-hosted message boards.

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## **OSHA 10-Hour Construction Safety Course Now Mandatory in Seven States**

ARLINGTON, Texas, Sept. 1, 20xx — Seven states now have laws on the books that require construction workers to complete the OSHA 10-hour construction safety training course before they can work on certain construction projects. The states with an OSHA law already in effect are Massachusetts, Connecticut, New Hampshire, Rhode Island, New York, and most recently, Missouri. The state of Nevada OSHA training law becomes effective January 1st, 20xx.

Most of the state laws restrict the required training to workers on publicly funded construction sites, such as public roads and bridge construction projects and public school buildings. However, the state of Nevada, whose law takes effect January 1st of 20xx, requires all construction workers to complete the course. The state laws also vary on exactly which “workers” need the training, according to Curtis Chambers, Vice President of OSHA Pro’s, Inc., an OSHA training company with national coverage. “While all seven state laws require the same 10-hour training class, there are slight nuances from state to state. A particular state law may require all labors and supervisors to complete the class, whereas another state law may require the class just for laborers,” says Mr. Chambers. “There are also varying thresholds for the dollar amounts of the contracts that dictate when the states’ laws become effective. However,” he warns, “each of these state laws contain a provision that say failure to comply with their rule can result in fines and penalties being assessed, typically to the employer of the non-compliant workers. So affected workers are required to obtain the OSHA 10-hour construction training wallet card to prove they completed the course.”

The OSHA 10-hour construction outreach training course was developed by the federal Occupational Health and Safety Administration (OSHA) as a voluntary safety course to teach workers about the hazards of construction work and the regulations applicable to their worksite. But these seven states have decided to make the course mandatory training for construction workers in hopes of reducing the number of injuries and fatalities afflicting construction workers. The OSHA 10-hour construction outreach training course can be conducted by instructors who are authorized by OSHA to conduct this training and issue the OSHA cards. Some large companies even have their own authorized OSHA trainer on staff. There are also private safety consultants and companies that conduct the training for a fee for companies or groups needing the course. OSHA has also authorized online OSHA 10-hour construction outreach training courses, allowing a worker to take the required class on the computer via the Internet, and have the wallet card subsequently mailed to the trainee. Carrie Braswell, administrator for the Internet-based online OSHA training website <http://www.osha10hourtraining.com>, says, “Business has really boomed since these state laws have taken effect. Especially right before a particular state deadline comes along.”

The state laws and links to those laws appear below, as well as resources for the training:

Massachusetts OSHA Law - <http://www.mass.gov/legis/laws/seslaw04/sl040306.htm>

Connecticut OSHA Law - <http://www.cga.ct.gov/20xx/ACT/PA/20xxPA-00175-R00HB-05034-PA.htm>

New Hampshire OSHA Law -  
<http://www.gencourt.state.nh.us/legislation/20xx/hb0533.html>

Rhode Island OSHA Law - <http://www.rilin.state.ri.us/PublicLaws/law04/law04593.htm>

New York OSHA Law -  
<http://www.labor.state.ny.us/workerprotection/publicwork/PDFs/OSHA10Require.pdf#page=1>

Missouri OSHA Law - [http://www.dolir.mo.gov/lr/faq/faq\\_constsafety.htm](http://www.dolir.mo.gov/lr/faq/faq_constsafety.htm)

Nevada OSHA Law - <http://leg.state.nv.us/75th20xx/Bills/AB/AB148.pdf>

Online OSHA 10-hour training - <http://www.osha10hourtraining.com>

OSHA Pro's, Inc. - <http://www.osha-pros.com>

For more information, contact Curtis Chambers, CSP at 1-866-442-6742 or [curtis@osha-pros.com](mailto:curtis@osha-pros.com)

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## **Changes to Family and Medical Leave Act Clarify Employer Responsibilities**

SUNRISE, Fla., April 22, 20xx — Applying the Family and Medical Leave Act (FMLA) has confused employers and human resources departments across the country. A recent change and several proposed amendments to the Act have expanded the program to military families, and will clarify application of the Act in both civilian and military situations.

Under current FMLA guidelines, U.S. employers must grant eligible employees up to a total of 12 work weeks of unpaid leave during a 12-month period for one or more of the following reasons:

- the birth and care of the employee's newborn child
- the placement of an adopted or foster child with the employee
- to care for an immediate family member with a serious health condition
- as medical leave when the employee is unable to work because of their own serious health condition

The Department of Labor (DOL) and Congress recently took two important actions affecting the current FMLA rules:

1. New FMLA changes enacted by Congress create special leave rights for military families.
2. The DOL issued proposed changes to the FMLA that focus on improving troublesome areas of FMLA administration.

### **Military Family Changes**

In January 20xx, President Bush signed the National Defense Authorization Act, which contained an addition to the FMLA, providing up to 26 weeks of leave for military families. "Employees who are the immediate family member of active duty service members can use up to 26 weeks of leave to care for an injured service member or 12 weeks if they have a loved one who has reported for active duty," said Ashley Kaplan, compliance attorney for G.Neil, a leading provider of human resources and employment law compliance products.

Employers will be required to display an updated posting including the latest military family leave rights under the FMLA along with a description of employees' rights under the law. "Employers should also dedicate a section of their employee handbook to address the new FMLA rules," adds Kaplan.



## Clarifications to the Current FMLA Guidelines

The DOL published proposed changes to the FMLA in February of 20xx. One proposed change addresses sections of the Act that have been causing confusion in the workplace.

The proposal would change the medical certification process to reduce vague medical standards and address ineligible FMLA use. It would also require employees to provide practical FMLA leave notice to their employers.

### Serious Health Condition Clarified

The definition of "serious health condition" under the law is the basis for much of the confusion surrounding FMLA rules. Companies struggle to decide whether an employee's illness falls under the definition. Some unethical employees have taken advantage of the vague definition, using it to cover up absentee issues, while unethical employers have denied legitimate claims based upon their own narrow interpretation of the FMLA guidelines. Proposed changes would better explain the terms, theoretically protecting both employers and employees.

Other proposed FMLA changes include issues of workplace size, second and third medical opinions, excluded illnesses, duration and timing of illness and recertification for ongoing health issues.

Through April 11, 20xx, the DOL was accepting comments on their website regarding the FMLA and the proposed changes to the law.

### About G.Neil

A member of the Better Business Bureau, G.Neil, with 20 years experience, is the nation's leading provider of human resources products and solutions to help businesses manage employees and maintain employment law compliance. Poster Guard Compliance Protection, an annual subscription service offered by G.Neil, guarantees businesses are up-to-date with labor law posting requirements. For more information or to request a catalog, call toll-free 1-800-999-9111 or visit <http://www.gneil.com>.

### Contact:

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phone: 954 514 2311

# # #

## **The Rendon Group Responds to Inaccurate Reports**

WASHINGTON, Sept. 3, 20xx — This statement is to correct the misleading or inaccurate information reported in some major media and in some blogs.

Inaccuracy: The Rendon Group was responsible for “selling the Iraq War.”

The Rendon Group did not shape or do any PR leading up to the Iraq War. As accurately reported by a number of news outlets (Associated Press) The Rendon Group had no role in shaping US public opinion leading up to the Iraq war. The Rendon Group had no relationship with the Iraqi National Congress or Ahmad Chalabi in the several years immediately prior to the start of the Iraq War. A DoD Inspector General investigation of our work product and contracts with the US government (Summary, Full Report) found no evidence to support claims made by the Rolling Stone article. Both the premise and the information in that story were false.

Inaccuracy: The Rendon Group was involved with “an effort to have Iraqi publications print articles written by military personnel.”

The Rendon Group was never involved with this effort. That issue related to The Lincoln Group (ABC, NYT, LAT). It has again been inaccurately ascribed to us in recent reporting about Afghanistan.

Inaccuracy: The Rendon Group rated journalists for the US Department of Defense.

The Rendon Group has not screened, made decisions or recommendations with regard to who the military did or did not permit to conduct interviews or allow to embed. We assumed any reporters we were asked to research would be interviewing or embedding with the US Military. Apparently, as the USA Today pointed out, of the 143 requests to the 101st Airborne Division, only two were denied. Reportedly, the denials by the US Military were for inaccuracy and release of classified information, and both of those media outlets were later accepted. There is no evidence to support a charge that we directly or indirectly screened or contributed to the creation of a blacklist.

Background information of the sort we provided is both appropriate and routine for any sophisticated subject of media coverage, and particularly where the mission includes earning and retaining the hearts and minds of the local populace and maintaining the support of the international community, failing to measure the effectiveness of one’s past efforts and statements undermines the mission.

USFOR-A Contract Facts

The same content analysis, measuring coverage of specific topics as reflected in news reporting, was done on any and all statements made in the Afghan and international

media and we provided the same research and analysis on US Military officials (pie charts, trend lines) as a way to measure the effectiveness of their communications against the same mission objectives in the journalist research that was cited. For example, we used the color red to describe statements about Taliban actions. We used the color green to describe the military talking about a weapons seizure. We did not single out reporters in any way. They were but one of more than 41 filters by which the data could be visualized. Our recommendations and strategic analysis in support of strategic communications were based on statistical analysis of more than 553,000 cited statements.

Background briefings on content generated by journalists comprised roughly 10% of the work requested from us by the client. The vast majority of our work was focused on wider analysis of the impact of operations on national, regional and global media coverage against mission objectives as a function of content analysis. This was used to provide critical feedback on measures of effectiveness, attitudes and sentiments as reflected in the media (not directed towards the reporter) and to track and measure perceptions of violent extremist elements as reflected in the media (again not directed at the reporter).

The Rendon Group competed for and won this work and was selected on the basis of our experience and past performance. We were advised that the Government cancelled this contract out of “convenience,” not because we failed at any time to provide them the critical services they requested of us on a 24/7 basis. The Rendon Group provided to the client what the client requested and did so with distinction and accuracy and remains honored to have done so.

Contact  
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202-745-4900

# # #

## **Different Sectors Have Reacted With Outrage to the International Discredit Campaign of Father Hartley**

SANTO DOMINGO, Dominican Republic, Sept. 11, 20xx — Different sectors have reacted with outrage about what they value as “a persistent, unfair and slanderous” defamation campaign the English-Spanish priest Christopher Hartley Sartorius has maintained related to the treatment given to Haitian workers in sugar industries.

The Dominican Ambassador in Belgium, Alejandro Gonzalez Pons, has stated that Father Hartley’s campaign is “foolish,” and pretends to “condemn this country in some international legal-political court under the accusation of violating human rights. With this campaign, based on distortion and bad intentions, he wants the European Union to impose sanctions to the Dominican Republic under the European Economic Association, better known as EPA,” expressed Ambassador Gonzalez Pons (<http://www.ereleases.com/pr/20xx-UNAZUCAR.pdf>)

Last August, while visiting Santo Domingo, Haitian Presidential candidate Senator Rudolph Henry Boulos thanked the authorities and people of the Dominican Republic “for the acceptance, protection and well treatment” of the immigrants of his country which total, as he said, almost 2 million. The Dominican population, according to the latest census, has about 9.5 million (HOY Newspaper / August 29, 20xx).

In a statement to Listin Diario, a local newspaper, the president of the Federation of Dominican Sugar Settlers (FEDOCA as its initials in Spanish), Bernardo Diaz, said that all the complaint reports that the priest has made in Europe have the purpose of affecting sugar exports to this market, which nowadays total 30,000 tons of sugar (Listin Diario Newspaper / August 28, 20xx).

El Nuevo Diario, another independent newspaper, published an article on August 28th accusing Hartley of “preaching over the years a gospel of hate” against the Dominican Republic (Nuevo Diario Newspaper / August 28, 20xx).

“As a consequence of this hatred campaign of Christopher Hartley Sartorius,” the newspaper said in an article signed by Ramon A. Cabral, “hostility has sprout[ed] everywhere and confrontations are frequent,” as it has occurred already in different communities near the border, where citizens of both countries have collided, leaving behind dead and injured people.

In the past weeks, the Senate, the Department of State and several Dominican Ambassadors answered accusations the priest has made in an effort to ruin the economy and reputation of this country (<http://www.ereleases.com/pr/20xx-UNAZUCAR-2.pdf>).

Anibal De Castro, Ambassador to the United Kingdom, said in London that the Hartley campaign has failed. For the past five years since the designation, President Leonel

Fernandez has instructed him to closely follow “the international perception about Haitian immigration to the country and the respect of their rights” (Listin Diario Newspaper / August 24, 20xx).

The sugar industry in Dominican Republic is employing fewer Haitians workers each year and the dependence on foreign labor will tend to disappear as the mechanization of the harvest continues. Moreover, it is estimated that in the highest period of the harvest, the sugar industry employs only 12,000 workers, mostly Haitians.

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## **Cohen Launches Second Statewide Tour**

CHICAGO, Sept. 17, 20xx — Today, Scott Lee Cohen, candidate for Lieutenant Governor (D), announced the launch date of his second statewide “Listening Tour.” Cohen embarked on Monday, September 14, 20xx from his headquarters, Citizens for Scott Lee Cohen, in Chicago. Scott will hold more than 40 planned meetings with elected officials and community leaders throughout the state.

Tour stops include:

Winnebago County; Rockford, IL; Harlem Township; Machesney Park, IL, Rock Island County; Moline, IL; Milan, IL; Galesburg, IL; Sandburg, IL; Knox/Tazewell County; East Peoria, IL; Morton, IL; Cisco, IL; Macon County; Decatur, IL; Franklin County; Benton, IL; Massac County; Metropolis, IL; Jackson County; Murphysboro, IL; Randolph County; Sparta, IL; Troy, IL; Madison County; Collinsville, IL; Sangamon/McLean County; Springfield, IL; Bloomington, IL; LaSalle County; and Ottawa, IL.

The “Listening Tour” is a continuation of Cohen’s commitment to hear important issues and concerns from communities throughout Illinois. “I’ve made a promise to listen to the people of Illinois - these are the people who know our problems best,” Cohen said.

During his last tour, Cohen, a small-business owner, said that after listening to the growing economic concerns from working families and the unemployed he couldn’t sit on the sidelines. “I don’t want to wait until I’m elected to help the people of Illinois. I want to take action now,” Cohen said.

After his last tour ended, Cohen reached out to over 100 employers and held a job fair that nearly 1,000 people attended - many of whom found jobs.

Scott Lee Cohen will be available for interviews throughout the tour. To schedule an interview and for a complete listing of tour stops, please contact Gina Barratta at 312-441-0300.

Scott Lee Cohen is a lifelong resident of Illinois who operates Cohen's Green Cleaning supplies, a distributor of environmentally friendly cleaning products. Cohen is the founder of the citizen group, Rod Must Resign. As Lieutenant Governor, Cohen will create good paying jobs and economic development in Illinois. Cohen will work hard to ensure that all Illinois residents receive quality healthcare coverage and a quality education.

Website: <http://www.scottleecohen.com>

Contact:

Gina Baratta  
312-441-0300

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## **Giant Chicken to Visit Nancy Pelosi in Washington, DC**

WASHINGTON, May 27, 20xx — With the U.S. Congress unwilling to oppose the Bush Administration's request for hundreds of billions more in funding the military occupation of Iraq, one has to wonder what need there is in sending another chicken to Washington, DC. But that's just what Congressional primary challenger Shirley Golub is planning to do.

Shirley explains, "This coming Thursday, May 29 at 10AM (ET), one of my volunteers will dress up in a chicken costume and go up to the West Steps of Capitol Hill, where they will gather with video cameras on the steps of the House of Representatives. What I am hoping to accomplish with this is to demonstrate just how truly useless it is to send a chicken to Congress."

Since she first challenged Nancy Pelosi for the Democratic primary nomination (to be decided on June 3), Shirley has repeatedly called the Speaker of the House out as being a political coward. "It is not just the continuing surrender on funding for an occupation which the American people overwhelmingly want to be done with," says Shirley. "Nancy Pelosi has been afraid to even attend a debate on the issues in the 8th Congressional district of California, trying to ignore me, just as she has ignored the will of all the rest of her constituents."

She continues, "All Nancy Pelosi has really done since the people made her Speaker, giving her a majority and a mandate, is feather her own nest. First she chickened out on a marketing snow job called 'The Surge,' and now she is surrendering in advance, giving the war profiteers even more than they asked for."

All this talk and action is getting Shirley Golub serious national press coverage for her upstart candidacy. Her recent "Rubber Chicken" TV ad received widespread attention in the media and was picked up as a story by The Hill, in Washington, DC.

Comcast Cable in San Francisco refused to run the ad on their MSNBC channel, until Golub rallied more than 6,000 people to email the CEO of Comcast to protest the use of political censorship. Within 24 hours of this mass outpouring of citizen activism, Comcast completely backed down, and accepted the ad.

Golub concludes, "The people of San Francisco have a real choice on June 3. This is a two-person race for the Democratic nomination. By coming out to vote for me, we can have immediate policy change in Congress, and put our representatives on notice that any one of them can be removed for their cowardice at the next election. Pretending to represent the people and then taking impeachment off the table isn't just chicken, it's morally wrong. Of course, I wish no disrespect to our nation's poultry."



To schedule an interview with Shirley or for more information on the Chicken in Washington contact Priscilla Trauner at 866-428-1271 or [press@shirley08.com](mailto:press@shirley08.com). To learn more about Shirley's campaign go to <http://www.Shirley08.com>.

# # #

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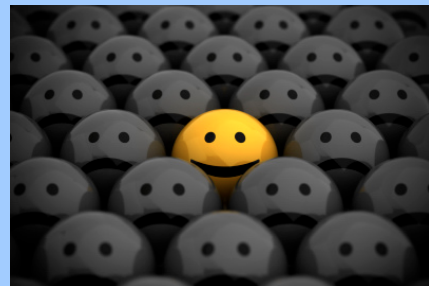
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