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Press Release

Luminosity Marketing adds staff to service growing media business

Tuesday, July 31, 2007

NEW YORK, New York - Luminosity Marketing, a marketing and media consultancy, is pleased to announce two new staff additions. Jonathan Evans has joined the agency as Media Coordinator and Michael Sulaiman has joined as Media Assistant.

Prior to joining Luminosity, Mr. Evans attended Tulane University in New Orleans, Louisiana. He graduated Suma Cum Laude with a B.A. in English and Philosophy. Mr. Evans will report Ted Grussing, Media Director.

Mr. Sulaiman recently graduated from Baruch University with a B.A. in Marketing. Mr. Sulaiman was previously a Media intern at Luminosity. Mr. Sulaiman will report to Elizabeth Dolinski, President and Strategy Director.

About Luminosity Marketing, Inc.

Luminosity Marketing, Inc. offers strategic planning, marketing research, and media planning & buying solutions for advertising agencies, advertisers, media companies, and corporate clients. Luminosity specializes in connection planning including target development, competitive intelligence, touchpoint mapping, media planning, and online/offline media buying. Luminosity also advises media companies on the valuation, development and marketing of media properties, enabling media clients to maximize profitability through strategic investment and innovative marketing strategies.

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