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Press Release

Ted Grussing joins Luminosity Marketing as Media Director

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NEW YORK, New York - Luminosity Marketing, a business leader in strategic media, announces Ted Grussing will fill the newly created position of Media Director.

As Media Director, Mr. Grussing will lead Luminosity Marketing's Media Consulting division and be responsible for deepening media planning, buying and research capabilities.

"We're delighted that recent growth has enabled us to attract someone of Ted's caliber," said Elizabeth Dolinski, President of Luminosity Marketing. "Our agency and advertiser clients will benefit tremendously from Ted's innovative media approach and negotiating experience."

Prior to joining Luminosity Marketing, Mr. Grussing was Associate Media Director at Merkle and Partners on the Mercedes-Benz account. Before that, he held management positions at both Hill Holliday and The Media Edge.

Mr. Grussing will report directly to Ms. Dolinski.

About Luminosity Marketing, Inc.

Luminosity Marketing, Inc. offers strategic planning, marketing research and media solutions for advertising agencies, advertisers and media companies. Luminosity Marketing's Media Consulting Division specializes in connection planning, media planning and media buying. The Media Consulting Division has helped advertising agencies win over \$250 million dollars of new business. The Media Consulting Division also works directly with advertisers seeking to maximize total prospect touch points with a small to mid-size budget. Luminosity Marketing's Media Development Division 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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