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Press Release

## Elizabeth Dolinski Consulting changes name to Luminosity Marketing, Inc.

Friday, June 16, 2006

NEW YORK, New York - Elizabeth Dolinski Consulting announced it will now do business as Luminosity Marketing, Inc. The name change and incorporation reflect the expanding capabilities and resources of the company.

As Luminosity Marketing, Inc., the company will continue to develop advertising and marketing strategies for advertising agencies, media companies and financial companies. Launched in January 2005, Elizabeth Dolinski Consulting has completed projects for Time Warner Cable, MRM Worldwide (a division of McCann Erickson), Wieden + Kennedy and other agencies.

"Now as other consultants are joining the team, it no longer made sense for the company to be branded under my name," said Elizabeth Dolinski, President of Luminosity Marketing. "The Luminosity name reflects the breadth of skills and services we offer clients. The name is symbolic of our corporate philosophy, to infuse all our strategic recommendations with Insight, Intelligence and Innovation."

Elizabeth Dolinski will be President and CEO of Luminosity Marketing Inc. Ms. Dolinski has over fifteen years of experience in the media business, having worked at major advertising agencies including Young & Rubicam and Interpublic Group and at client companies such as Capital One and IBM. Ms. Dolinski received her M.B.A. from the Fuqua School of Business at Duke University and her B.A. from the S.I. Newhouse School of Public Communications at Syracuse University.

### About Luminosity Marketing, Inc.

Luminosity Marketing, Inc. is a privately held New York corporation offering strategic planning and strategic media services to advertising agencies, media companies and financial services firms. Luminosity Marketing specializes in connection and engagement planning and has helped small to large advertising agencies win over \$250 million dollars of new business. Luminosity Marketing also advises media companies on the valuation, development and marketing of media properties, enabling clients to maximize profitability through strategic investment and innovative marketing strategies.

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