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Press Release

## Luminosity Marketing to handle PR and Advertising for Local Hospital Fair on a Pro Bono Basis

March 24, 2008

TOWNSHEND, Vermont - Luminosity Marketing, a marketing and consultancy, is please to announce that it will help provide advertising and public relations support for the Grace Cottage Hospital Fair. "Fair Day" is a major fund raiser for the small Townshend Vermont based hospital. "We are very excited to be involved in this project," offered Ted Grussing, Director of Luminosity's Vermont office. "Grace Cottage Hospital is the center of this community and Fair Day is a great tradition".

Luminosity will plan and place media support as well as issue press releases to help attract visitors to Fair Day. Fair Day is an annual fund raiser for the Hospital that is held on the Townshend town green on the first Saturday in August. Highlights of the day include an Auction, Dunkin Booth, Art Show and Baby Parade.

About Luminosity Marketing, Inc.

Luminosity Marketing offers strategic planning, marketing research, and media planning & buying solutions for advertising agencies, advertisers, and corporate clients. Luminosity specializes in content and connection planning including target development, competitive intelligence, touchpoint mapping, online/offline media, and ROI analysis. 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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