



250 Fifth Avenue, Suite 204
New York, NY 10001
646-213-4860
www.luminositymarketing.com

Press Release

Luminosity Marketing Forges Beta-Testing Partnership with Mottert Systems

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NEW YORK - Luminosity Marketing, a strategic marketing and media consultancy, announces beta-partnership with Mottert Systems. Mottert Systems is a software company that provides media planning and buying software for mid to small agencies. "We are flattered and honored that Mottert Systems asked us to partner with them in developing and fine tuning their software," said Jennifer Bartner Indeck, Media Director at Luminosity Marketing.

Luminosity will work with Mottert to enhance their existing software offerings and to develop new capabilities and tools. "I asked Luminosity Marketing to work with me to help design and beta test some new software capabilities because of their level of media sophistication. I felt that they could potentially make important contributions, and they did," offered Vernon Mottert, Principal and Developer for Mottert Systems.

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.

Contact:

Luminosity Marketing, Inc.
Elizabeth Dolinski
646-213-4860
[edolinski @ luminositymarketing.com](mailto:edolinski@luminositymarketing.com)