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Press Release

Luminosity Marketing Joins Second Wind Network

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NEW YORK, New York - Luminosity Marketing, a media consultancy, announces that it has joined the Second Wind Network. "The network will provide exposure to other agencies that can benefit from our sophisticated connection planning and media buying capabilities," said Elizabeth Dolinski, President of Luminosity Marketing. "We offer planning and buying solutions specifically designed to meet the needs of small advertising and marketing agencies." Details of the media solutions offered by Luminosity can be found at www.luminositymarketing.com.

Second Wind is a powerful information resource founded in 1988 as a service for smaller and mid-size agencies. The network will provide Luminosity with opportunities for further partnerships with creative organizations and agencies.

The research resources and industry tools of the Second Wind Network will be utilized by Luminosity consultants as they continue to provide Luminosity Marketing's intelligent and innovative services to their clients.

About Luminosity Marketing, Inc.

Luminosity Marketing, Inc. offers strategic planning, marketing research, and media solutions for advertising agencies, advertisers, media companies, and corporate clients. Luminosity specializes in connection planning, media planning and media buying. The Media Consulting Division works directly with advertisers seeking to maximize total prospect touch points with a small to mid-size budget. Luminosity 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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