

LIGHTHOUSE



MARKETING

**Media Advisory
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**LIGHTHOUSE MARKETING ENHANCES IT'S BRAND WITH NEW LOOK
New Logo Design and Website Among Changes for Growing E. Syracuse Advertising Agency**

Syracuse, NY (6 FEB 08) – Lighthouse Marketing, Inc., a full service advertising agency based in E. Syracuse, has launched a new website and redesigned its logo, reflecting the agency's success over the years and positioning it for future growth. Their web address is www.lighthousemkt.com.

“Lighthouse Marketing has enjoyed tremendous support and success since its inception,” says Susan Neff, President and founder of Lighthouse Marketing, Inc. “Today we are positioned for sustained growth with a core staff including myself, Laura Posecznick and Jessica Sloma, along with our very talented strategic partners. It is with great pride that we launch our new logo and website.”

Along with changes in logo design, the website, and recent additions to their staff, Lighthouse Marketing's President, Susan M. Neff, is planning another, more personal, change. After her wedding, February 9, 2008 to local businessman Gerald R. Beebe, Neff will change her name to Susan M. Beebe.

Lighthouse Marketing, Inc. is a certified New York State Woman-Owned Enterprise, founded in 2001 by Susan Beebe. The agency provides a full range of advertising, marketing, public relations, strategic sales consulting, and website services using a network of strategic partners. Lighthouse Marketing offers clients the benefit of industry exclusivity, eliminating any potential conflict of interest. The agency's client list includes, Brown & Brown Empire State, Jenny Craig, Purcell's Paint & Wallpaper and William Taylor Architects. www.lighthousemkt.com.

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