



For Immediate Release

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eBizITPA Sponsors Erie Advertising Club's New Member Luncheon

ERIE, PA (August 17, 2007) --- The Center for eBusiness and Advanced IT's (eBizITPA) gold level sponsorship of the Erie Advertising Club's annual new member luncheon enabled the Ad Club to bring in keynote speaker Gary Sherwood, advertising sales manager of AOL Media Services. More than seventy marketing and communications professionals from the Northwest Pa. region gathered at the Erie Club on August 16 for Sherwood's sold-out presentation, titled: "The State of Online Advertising."

Sherwood provided an overview of today's interactive space, as well as consumer media trends and the value of bringing your company's message online. "Online advertising facilitates a one-to-one, interactive relationship from the first step of awareness all the way through to the transaction," Sherwood said.

The Erie Advertising Club is the premier association for marketing and communications professionals in Northwestern Pennsylvania. Ad Club members have access to a wide range of resources and programs to assist them in professional development and networking opportunities with their peers.

The Center for eBusiness and Advanced Information Technology (eBizITPA), headquartered in Erie, Pa., is a statewide Ben Franklin Technology Development Authority Initiative, designed to help Pennsylvania enterprises understand and use information technology and e-business tools.

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