

- FOR IMMEDIATE RELEASE -

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New Marketing Firm Supports High Tech, Emerging Business and Publishing Industry Clients

Former Texas Instruments and Lucent Exec Leads Marketing, PR and Publishing Firm

[Atlanta, GA – March 10, 2003] Alpha Multimedia, Inc. is a new marketing, public relations and publishing firm that delivers tangible value to its clients. Integrating creativity with technology, Alpha Multimedia invests the necessary energy to build and maintain strong relationships with its high technology, emerging business and publishing industry clients. A growing number of these firms are outsourcing their marketing and public relations functions, creating great opportunities for Alpha Multimedia.

"Alpha Multimedia made sure that communications, planning, creativity and execution came together in a way that was both successful and measurable," said Lynise Harris, President of Lively Living, LLC. "The work they have done for my company has been on budget, on schedule and on target."

While the firm's national launch occurred recently, Managing Director Thomas Brooks has more than fifteen years of experience in marketing, public relations and business development. He has extensive high technology marketing experience with Texas Instruments and Lucent Technologies. Brooks has been published more than twenty times and he has participated in numerous tradeshow panel discussions. He won the 1998 Career Communications Magazine national award for "Excellence in Technical Sales and Marketing." Since 2001 he has enabled

small business development and marketing around the country as co-founder of Minority Professional Network, Inc.

“Given current economic challenges, high tech firms are asking us for help as they struggle to find the right messaging that will resonate with key customers,” explained Brooks. “We are also excited about the opportunity to assist emerging businesses and authors with their market segmentation and PR plans.”

“Authors are ultimately responsible for the marketing of their own books, regardless of the publisher,” explained Natasha Munson, author of *Life Lessons for My Black Girls: How to Make Wise Choices and Live a Life You Love!* “Alpha Multimedia provides the resources every great author needs -- help creating and executing a book marketing plan.”

To familiarize themselves with Alpha Multimedia’s services, interested parties can take advantage of a web-based Request for Proposal (RFP) form. It is easy to use and free of charge, and it takes only a few minutes to finish. Potential clients who complete the RFP will promptly receive a customized proposal that outlines deliverables, schedule and cost. For more details, visit www.AlphaMultimedia.com.

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