

FOR IMMEDIATE RELEASE

Steel Media, LLC Launches Philadelphia-Based Search Engine Marketing Firm Philly AdWords.

Philly AdWords will serve small to medium sized businesses with a focus on sales-oriented advertising strategies.

Medford, New Jersey, November 19, 2009 – Steel Media, LLC today announced the opening of Philly AdWords, a new Internet Advertising Agency serving small to medium sized businesses.

“Our roots are in sales. That very simple statement is our biggest difference,” says Steel, Owner and Founder of Steel Media, LLC. Steel is a former Clear Channel Executive with 28 years in the advertising industry. “The others are about advertising your business. We are about generating business. The others are about gross impressions, clicks, and click through rates. We are about getting people to call, email, or visit your website for the purpose of buying your product or service.”

“I’ve worked with hundreds of media outlets from newspaper to radio to TV. Search Engine Marketing, through vehicles like AdWords, is one of the most immediate results-oriented products that I’ve ever experienced.” says Steel. “But it can be complicated.” Philly Adwords was formed in order to provide consultation and management of clients’ pay-per-click programs. Each campaign is monitored daily and is fine-tuned to maximize revenue at the most efficient investment.

Additional services offered by Philly Adwords include web-hosted telephony that tracks individual advertising programs. By assigning a unique telephone number to each campaign, Philly AdWords can produce in-depth reports determining the success of each of its programs as well as set up virtual call centers for clients’ sales and customer service departments. Ultimately, the mission of Philly AdWords is to generate new business and sales for its client customers through its full portfolio of new and traditional media offerings. “When the others stop at the click, Philly AdWords’ work continues until we’ve helped you to complete the sale.”

AdWords is Google’s flagship advertising product with \$21 billion in revenue in 2008. AdWords offers pay-per-click (PPC) advertising, and site-targeted advertising for both text and banner ads. The AdWords program includes local, national, and international distribution.

About Philly AdWords

Philly AdWords (www.phillyadwords.com) a division of Steel Media, LLC is a full-service advertising agency specializing in sales-oriented strategies for small to medium sized businesses. Core products and services include, Pay Per Click Management, Online Branding, Online Media Buying, Traditional Media Buying, Social Media Strategies, Web Hosted Telephony, E-Commerce Consultation, Sales Training, and Sponsorship Sales.

About Steel Media, LLC

Steel Media is a New Jersey Limited Liability Corporation formed in 2009 to own and operate advertising, promotional and event companies. Its first Division is Philly AdWords, a full-service advertising agency specializing in sales-oriented strategies for small to medium sized businesses.

About Gary Steel

Gary Steel has held Executive Advertising Positions in National, Regional, and Local Sales. After working in Local Radio Sales and Sales Management from 1981-1986, Mr. Steel joined Clear Channel Radio’s Katz Communications where he served in various positions from Account Executive to Vice President of National Sales. In Philadelphia, he worked as VP Sales Christal Radio Division from 1994-2002. In June 2002, Mr. Steel transferred to the ‘station-side’ of the Radio Business, and joined Clear Channel’s Cluster of 6 Radio Stations in Philadelphia. During his tenure there, he was responsible for launching 2 new stations and their associated Internet brands including a Hispanic

Station WUBA-AM Rumba 1480. Prior to launching Philly AdWords and Steel Media, LLC, Steel was General Sales Manager for Clear Channel Philadelphia Total Traffic Network Sales and Online Sales .

Gary received his Bachelor of Arts Degree from Binghamton University in Binghamton, NY, and resides with his wife Linda and 2 children in Medford, NJ.

For More Information Contact:

Gary Steel

Steel Media, LLC

P.O. Box 772

Medford, NJ 08055

pr@PhillyAdwords.com

www.phillyadwords.com

(215) 486-6219

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