

FOR IMMEDIATE RELEASE

Steel Media, LLC Names Diane Sanfilippo Philly Adwords, Director of Sales, Philadelphia.

Medford, New Jersey, December 15, 2009 – Steel Media, LLC today announced that Diane Sanfilippo has been named to Director of Sales, Philadelphia. Sanfilippo will be responsible for strategic direction and growth of the top line revenue of the Philly AdWords Division. She will report to Gary Steel, Owner of Steel Media, LLC.

“Diane has been a friend and trusted colleague of mine for over 20 years,” said Steel. “We are excited to have her contribute her experience and vision to our Philly Adwords enterprise.”

“There is a tremendous need in the marketplace for Philly Adwords and our personalized approach to small to medium sized businesses given our backgrounds in media and marketing. I’m excited to bring Pay Per Click, SEM, and Adword Management as well as Philly Adwords other offerings to area businesses. We’ll help them grow locally with the global power of the web,” said Sanfilippo.

Sanfilippo will work with Philly Adwords clients and be responsible for sales expansion. She will further be responsible for establishing pricing, marketing and business development strategies. Prior to this position, Sanfilippo served sales management positions for companies such as Clear Channel Communications, CBS Radio, and Katz Communications in NYC and Philadelphia.

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 Diane Sanfilippo

Diane Sanfilippo has spent her career in Sales Management for companies such as Clear Channel Communications Philadelphia (WDAS A/F, WIOQ, WUSL, WSNI, WJJZ), CBS Radio Philadelphia (WOGL, WPHT, KYW, WIP, WYSP), Katz Communications and Buckley Broadcasting in New York City. As National Sales Manager and Senior Account Manager she has spearheaded millions of dollars in radio campaigns, special events, on-air promotions and online media advertising. Diane has worked directly with many Fortune 500 companies and their advertising agencies in categories such as telecom, automotive, financial, grocery, retail, travel and media. This also included work with large regional companies such as Verizon, AT&T, Comcast, Philadelphia Phillies, WAWA, Acme, Giant Foods, Genuardi’s, Hershey, and Hatfield Quality Meats. Diane received a BA from Providence College in Providence, Rhode Island and resides in Marlton, NJ with husband Jeff and their two children.

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