

FOR IMMEDIATE RELEASE

## Miles Technologies Welcomes New Public Relations Consultant

***Public relations, marketing strategies and corporate video specialist Purna Virji joins team of Miles Marketing & Public Relations, a division of Miles Technologies of Moorestown.***

MOORESTOWN, NJ (APRIL 2007) Miles Technologies, a leader in business IT solutions, announces Purna Virji has been appointed to the position of Public Relations Consultant with Miles Marketing and Public Relations, a division of Miles Technologies, effective immediately.

Miles Marketing & Public Relations extensive portfolio of services includes traditional public relations support, media relations, event coordination, strategic marketing, advertising consultation and corporate publicity. The division also offers website design services, search engine optimization, web marketing, material design services and corporate marketing consultation.

Prior to joining Miles Technologies, Purna served as Producer/Supervisor of Broadcast Operations at WYBE-TV in Philadelphia. During her tenure at WYBE, Purna produced the Emmy-nominated show Philly LIVE as well as the WYBE talk show series which were nationally recognized with several Telly and PAB Awards.

In addition, Purna has worked on product launches for Hewlett Packard, the Mummies Parade as well as the Miss India Pageant. Purna is also a founding member of the New York City-based film production house, No Pressure Productions. She currently resides in Philadelphia, PA.

"Miles Technologies is a dynamic company with a keen understanding of the needs and demands of the business world," reports Purna Virji, Public Relations Consultant at Miles Technologies. "The Marketing & Public Relations Division provides customized solutions to a diverse variety of clients to raise their visibility profile and aid corporate communication."

"Purna will be a tremendous asset to our clients," stated Michelle Farrell, Director of Miles Marketing & Public Relations. "She has such extensive experience in such a wide array of media and creates such wonderful working relationships that she will enable our customers even greater opportunities to grow their businesses through media outreach."

Headquartered in Moorestown, New Jersey, Miles Technologies is South Jersey's only award-winning IT solutions firm to offer extensive public relations and marketing services to its clients. Miles Technologies has additional offices in Philadelphia and Exton, PA, Washington, D.C., South Hackensack, NJ, and Long Island, NY. For more information, visit Miles Technologies online at <http://www.milestechnologies.com> or call Miles Technologies at (800) 496-8001.