



For Immediate Release

Philadelphia-Area Entrepreneurs Get a Crash Course in Building Sales at Reality Marketing™ Summit, Tuesday, October 23rd

Philadelphia, PA – July 26, 2007 – The greater Philadelphia region is a hot bed for entrepreneurs and owners of small and mid-sized businesses. Those businesses share a common bond – the pain of driving more leads and closing more sales.

On Tuesday, October 23, 2007, those business owners and entrepreneurs will have access to marketing secrets that can generate sales in less than 30 days. The Reality Marketing™ Summit 07 will offer them a crash course in Reality Marketing, helping them to understand the cost-effective things they can do immediately to drive sales.

Hosted by Square 2 Marketing, the one-day event will take place within Philadelphia's first skyscraper, an architectural icon of the International Style, the swanky Loews Philadelphia Hotel, from 8 a.m. to 3:15 p.m.

Tickets for the Reality Marketing Summit are \$199 per person for those registered by the August 23rd "early bird" deadline. Registration, as well as additional information about tickets, sponsorship opportunities, and speakers is available online at <http://www.realitymarketingsummit.com>.

Philadelphia's most influential business owners will participate in a high-energy morning session, "An Introduction to Reality Marketing," which will give them a new perspective on how to market their company. The three-hour workshop will demonstrate effective techniques for marketing their business, including discussions on "The Blue Red Test," "The Purple Cow," "The Scratch Out Drop In Test" and building a powerful "Marketing Machine™."

The Town Hall Lunch & Entrepreneurial Panel at mid-day will feature local industry experts discussing the state of business in the greater Philadelphia region. Sponsors of the event include: Wachovia (NYSE: WB), Unreal Marketing Solutions, Inc., FSMI and Prescient Mills Training and Development, LLC. The owners of each sponsor firm will participate in the panel, where attendees can pose questions to these Philadelphia business leaders and receive immediate answers. The entrepreneurial panel members will share their thoughts on how to grow your business, improve your recruiting, increase sales, enhance marketing, and streamline financial operations.

The Reality Marketing Summit will conclude with a workshop, "How to Use the Internet to Drive Sales." This introduction to Internet marketing will introduce to the participants the four critical components it takes to "make your web site cook." The workshop will give Philadelphia business owners a new perspective on how to position their web site as the centerpiece of their marketing program, and utilize one of the most effective and highest return-driving marketing vehicles available today. It will also take the mystery out of "pay-per-click programs" and "search engine optimization," and show how e-mail marketing is the most cost-effective tactic to reach clients and prospects, and make a big impact.

Among the speakers scheduled to appear at the Reality Marketing Summit are Mike Lieberman, as Master of Ceremonies, and Eric Keiles, recognized experts in strategic marketing, message creation and unique differentiation tactics. They coined the concept of Reality Marketing to describe how small and medium-sized businesses utilize value-driven marketing tactics to achieve dramatic business growth. The duo has grown Square 2 Marketing, the company they founded in 2002, from a boutique agency, to a full-service provider of comprehensive marketing strategy and tactics.

About Square 2 Marketing:

Square 2 Marketing has helped hundreds of business owners increase sales through its "no fluff" marketing campaigns, free marketing coaching, free web casts, pod casts and workshops. The firm delivers affordable, outcome-based strategies, tailored to the requirements of each distinct organization, as part of an ongoing commitment to the business community in the Philadelphia and New Jersey areas. Additional information is available at <http://www.square2marketing.com>.

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