

FOR RELEASE: AUGUST 2nd, 2007

Daytona Beach Advertising Federation Kicks Off New Year

With Election of New Board of Directors

*Leadership Team Focused on Economic Development and
Promotion of Advertising and Marketing as Engine for Growth*

DAYTONA BEACH, FL, August 2, 2007 — The Daytona Beach Advertising Federation (DBAF) today announced the election of new members to its Board of Directors. The ascension of a new leadership team is the advertising and marketing trade organization's first official step in the launch of its ambitious 2007-2008 agenda. Board members serve a one-year term and each chair a special committee. Dean O'Brien, President, Browning Communications, will serve as President for 2007-2008.

The DBAF will kick off its new year on August 21st with a member luncheon featuring Vince Carter, New Jersey Nets star Guard/Forward, who will share his unique insights and perspectives on the world of celebrity endorsements and sports marketing. This one hour event co-sponsored by Florida Capital Bank and Redd Paper is the start of a full schedule of exclusive programs, activities and workshops focused on helping businesses leverage advertising and marketing to drive new growth.

"We're pleased to have such an outstanding group of local leaders join our Board of Directors," said O'Brien. "Together, we look forward to providing current and prospective Daytona Beach Advertising Federation members with unprecedented networking opportunities and access to a multitude of indispensable programs to help them grow their businesses and further the economic development of the Daytona Beach region."

2007-2008 DBAF Board of Directors

- President - Dean W. O'Brien, Browning Communications
- Secretary - Alicia Fisher, Benedict Advertising

- Treasurer - Cheryl Tisland, Lyrehc Business Solutions
- Program Chair - Michael Benedict, Benedict Advertising
- Marketing & PR Co-Chair - Kay Galloway, Daytona Beach Convention and Visitor's Bureau
- Marketing & PR Co-Chair - Lou Hughes, Moving Minds
- Education Chair - Diana Lodi, Lodidesign
- Social Chair - Eric Kozak, Premier Bathrooms
- Membership Chair - Stephanie Pearson, Browning Communications
- Auction Chair - Darlyn Nangano, Black Crow Broadcasting
- Student Liaison - Lelia Fore, Bethune-Cookman University
- Public Service - Ira Heller, Bright House Networks
- Government Relations - Toni Maddux, Daytona Pennysaver & Former President

More information about the Daytona Beach Advertising Federation, including membership, upcoming events and meetings can be found on the trade group's web site at <http://daytonabeachadfed.com>. Monthly meetings encompassing current events, panel discussions, industry trends and nationally recognized speakers takes place on the third Tuesday of each month from 11:30 a.m. - 1:30 p.m. at the Daytona 500 Experience.

About The Daytona Advertising Federation

The Daytona Beach Advertising Federation is a trade organization with a diverse membership of local business leaders, marketing and advertising professionals, educators and students. The DBAF provides professional development, networking and educational opportunities through its series of exclusive member events, programs, socials, charitable functions and community projects. For more information or to join the DBAF, visit www.daytonabeachadfed.com.

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