

FOR IMMEDIATE RELEASE

S.I.R. Marketing Communications, Inc. Selected as Agency of Record for WPPI Convention and Trade Show

Northport, NY (September 1, 2009) – S.I.R. Marketing Communications, Inc. (www.sironline.com) announced today that they have been selected the agency of record for the Wedding & Portrait Photographers International (WPPI) Convention and Trade Show (www.wppionline.com).

S.I.R. Marketing Communications was chosen because of its knowledge and experience across a broad spectrum of imaging topics ranging from the latest in professional and consumer digital imaging hardware, software and advances in desktop/Internet publishing technologies.

The Agency offers strategic Public Relations solutions and imaginative, results-oriented tactics that flawlessly cross over between consumer, professional and technical writing, to trade shows and special events, as well as social media and Web-based publishing and promotional activities. S.I.R. Marketing Communications maintains ongoing relationships with many of the world's leading photographic, digital-imaging and high tech writers and influential bloggers. The relationships between the Agency and these journalists are built on strong foundations of mutual trust and respect, often over many years.

“It’s especially humbling to work with WPPI on the eve of their 30th anniversary,” said Steven I Rosenbaum, president of S.I.R. Marketing Communications, Inc. “Naturally, we’re excited to have been selected by WPPI, an organization known for raising the bar and elevating standards for professional photographers around the globe, to help them continue the record-breaking growth this convention has enjoyed.”

As Public Relations specialists in the photographic and high tech digital imaging fields, S.I.R. Marketing Communications’ client roster includes multinational corporations offering a variety of products, technologies and services to the consumer, professional and business-to-business imaging markets. For nearly 12 years, S.I.R. Marketing Communications has launched highly successful PR campaigns for leading high tech companies in the imaging industry including Minolta Corporation, Konica Minolta Photo Imaging, Applied Science Fiction, DxO Labs, Foveon, Simple Star, Phanfare, onOne Software, Photographic Research Organization (PRO), Photo Marketing Association International (PMAI), Smartparts, and Indigo. S.I.R. Marketing Communication, Inc.’s current clients in the imaging industry include AsukaBook, ExposureManager, JOBO AG, Kubota Image Tools, Lensbaby, Marketing Essentials International, and Nik Software, Inc.

About WPPI

The Wedding & Portrait Photographers International (WPPI) Convention and Trade Show, held annually in Las Vegas, NV, is an organization that serves the educational and business needs of wedding and portrait photographers. Celebrating its 30th anniversary in 2010, WPPI is a professional organization that exists to help member photographers by providing them with exclusive information, programs and professional services to assist them with their photographic artistry and business needs. WPPI routinely supplies its members with new benefits and valuable

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industry information enabling them to compete effectively, especially in tough economic times. WPPI membership gives photographers the resources they need to succeed and the tools they require to build and develop a strong personal support network.

In 2009, WPPI completed its 29th annual Convention and Trade Show, drawing over 12,000 attendees and 365 exhibitors to its new convention space, the MGM Grand Hotel in Las Vegas. The next annual WPPI convention and trade show will be held in Las Vegas, NV, March 4-11, 2010 at the MGM Grand. For more information visit: www.wppionline.com.

About S.I.R. Marketing Communications, Inc.

Headquartered in Northport, NY, on Long Island's North Shore, S.I.R. Marketing Communications, Inc. is a leading Public Relations Agency offering unparalleled expertise in the photographic, high tech, consumer electronics and digital imaging fields. Providing clients with the big agency experience and small agency attention, S.I.R. Marketing Communications also utilizes a common sense approach to building cost-effective programs to fit almost any budget.

The Agency was founded in 1998 by Steven I. Rosenbaum. This veteran photographer, journalist and Public Relations executive with 25+ years experience also established the Agency's philosophy to embrace technology for both internal as well as client-related activities.

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