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FOR IMMEDIATE RELEASE

LIGHTS, CAMERA, TRACTION!
HIGH GEAR MARKETING
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HIGH GEAR MARKETING AND TEAM BUILDING

ORLANDO, FL – Get traction with your marketing and strategic branding plan with Lights, Camera, Traction! Increase longevity with your advertising investment in the entertainment branding market. According to the Association of National Advertisers survey, 72 percent believe branded entertainment has the ability to make stronger emotional connections with the consumer.

Lights, Camera, Traction (LCT), offers a unique opportunity for companies who are looking for the advantage when it comes to branding their product, driving sales, market share and profits. Other advertising mediums don't give you the entertainment value you get with LCT. This is a transformational idea where companies can think outside their traditional channel and into the minds of their customers.

"That was an unforgettable weekend of team building," said Bill and Sue Pickens ***. "Everyone involved had nothing but compliments. The whole event was very well structured, organized and fun!"

LCT provides a vehicle, literally, for enhancing company morale, providing entertainment and fostering teamwork while promoting a company's product or service.

"Where else can you actually have fun while implementing your advertising plan, offer incentives to employees, generate sales and promote your company?" says Stephen Elliott, Vice President of Lights, Camera, Traction! "One-dimensional advertising is limiting and often non-action driven. Today, consumers want to be involved in the process, not sold."

For more information about Lights, Camera, Traction, visit their website at www.lightscameratraction.com or call them at 1-800-936-5066.

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Steve Elliott is available via phone, for interviews regarding Lights, Camera, Traction! He can answer questions about their corporate entertainment branding, the reality-based television show and compare LCT's half-size NASCAR style racecar and their senior counterpart. LCT is not only in Orlando, they will be racing at all of the racetracks in the South East. Please contact: Loretta Lynn for an interview, at 305-661-0045