



NEWS RELEASE

For Immediate Release:

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LOFTUS ASSOCIATES FEATURED ON SKY RADIO NETWORK

Reston, Va. (June 6, 2007) -- Loftus Associates founder and President Michael Loftus will be featured in a special produced by Sky Radio, an in-flight radio broadcasting program that is airing this month. The program entitled "The Art of the Event" is airing worldwide on American Airlines' "Business and Lifestyles" Channel during the entire month of June.

The broadcast features an interview with Mr. Loftus on the key elements of large and small-scale presentations. Michael provides information on the importance of developing long-term relationships with his clients that allow him to focus on the needs of his customers in a competitive service driven business. He shares insights on delivering exceptional customer service and technical expertise to corporate and association client partners for audiovisual production and management service delivery.

Additional guests on the Business and Lifestyles channel include Leeza Gibbons, CEO/Executive Producer, Leeza Gibbons Enterprises and Sanjay Gupta MD, Author, "Chasing Life", Chief Medial Correspondent, CNN.

The show also highlights additional topics such as Best Practices in Association Management; Associations at Work and The Franchise Zone.

Michael Loftus' interview is available on all American Airlines domestic flights this month and via the web by visiting the Loftus Associates website www.loftusassociates.com or with additional June Sky Radio interviews at <http://www.skyradionet.com/americansky.cfm>.

Loftus Associates is one of the fastest growing full service audiovisual production, management and consulting companies in the nation. The company provides Audio Visual services to corporate, non-profit, and government events, including association meetings and conventions. Clients include: the American Immigration Lawyers Association; International Association of Fire Chiefs; Lockheed Martin Corporation; the American Ambulance Association; the Society for Maternal-Fetal Medicine, American Society for Laser Medicine and Surgery and the American Urological Association. For additional information about Loftus Associates services, please visit our web site at www.LoftusAssociates.com or call our headquarters at (703) 476-4600.

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