



NEWS RELEASE

For Immediate Release:

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LOFTUS ASSOCIATES AND SPEAKER VISION SELECTED BY THE SOCIETY FOR MATERNAL-FETAL MEDICINE (SMFM)

Reston, VA. (January 18, 2008) -- Loftus Associates has been selected by the Society for Maternal-Fetal Medicine (SMFM) as their audio visual production and management partner for the SMFM Annual Convention and Industry Exhibit. The event dates are January 28-February 2, 2008 at the Dallas Hyatt Regency at Reunion, Dallas, TX.

"Our partnership has continued and services expanded with SMFM since 2005 and we are excited to once again be on the team and look forward to providing exceptional customer service to SMFM", said Michael Loftus, president of Loftus Associates.

SMFM was established in 1977 and is the membership organization for obstetricians/gynecologists who have additional formal education and training in Maternal-Fetal Medicine.

"Each year we host an annual scientific meeting in which new ideas and research in the area of Maternal-Fetal Medicine are discussed. The information that is communicated is critical to our mission and we are always pleased with the performance of the Loftus Associates team and their contribution to the meeting's success", said Pat Stahr, Executive Director of the SMFM.



In addition to Loftus Associates providing the audio visual production and management services, SMFM will also partner with Speaker Vision. Speaker Vision, a division of Loftus Associates, provides streamlined presentation management technology. The technology utilizes the most innovative tools available to meeting and content managers. A customized web link provides secure access for presenters for content/presentation uploads. Once uploaded, the SMFM staff has the ability to manage, review and approve this material in advance. The Speaker Vision team then will manage and support the Speaker Ready Room and the on-site delivery of over 60 sessions over the event dates.

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; Lockheed Martin Corporation; the American Ambulance Association; International Association of Fire Chiefs, 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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