

FOR IMMEDIATE RELEASE

IFEA Annual Convention Highlights New Thinking in Sponsorship Sales eBS' SponsorshipPRO+ on Display in Ottawa

ATLANTA, Georgia – October 3, 2006 – eBrandedSolutions, Inc. (eBS) and its marketing presentation software, SponsorshipPRO+, were on hand at the International Festivals and Events Association's 51st Annual Convention held in Ottawa, Ontario, September 18-22, 2006.

The IFEA is recognized internationally as one of the events industry's preeminent bodies of leadership and influence. Its annual convention generally attracts over 750 people each year and is attended by some of the world's leading event managers.

On Thursday, September 21st, eBS President Tom Stipes led an educational session entitled "Emerging Technologies: New Approaches to Sponsorship Proposals and Follow-Up Reports" as part of the IFEA's technology track. In this session, Stipes discussed and demonstrated various tools available to sales staffs of all sizes who desire to better illustrate their marketing assets to sponsors.

One of those tools, SponsorshipPRO+, is the first presentation software application created specifically for the \$12 billion sponsorship industry. It is proving to be a key new ally in the effort to retain and attract sponsors through more organized and effective reporting of benefits, actual media files, measurement and other ROI values.

"We believe, and research concludes, that more needs to be done, as an example, in the area of post-event reporting. Sponsorship buyers nationally are demanding more in terms of fulfillment, measurement, return and a general accounting of their investment," said eBrandedSolutions President Tom Stipes. "Conversely, sponsorship selling organizations are looking for an advantage, a selling asset that will help deliver more value to their sponsors and meet that need."

As part of its agreement with eBS, IFEA members are entitled to special purchase pricing through their annual membership package. Convention attendees were able to receive real-time demonstrations at the eBS Expo booth and were able to take home a limited-time Trial Version CD.

"We engineered the products to work for the Sales Director, sales associates and those who support them, at organizations of all sizes and sophistication levels," said Stipes. He pointed out that Fiesta San Antonio, Texas' largest single festival, recently won the Zenith Award for Best Fulfillment Report for the second straight year using SponsorshipPRO+. The award came at the annual Texas Festival and Events Association annual convention.

About the International Festivals and Events Association -

The International Festival and Events Association has provided cutting-edge professional development and fund-raising ideas to the special events industry for over 50 years. Through publications, seminars, the annual convention & trade show, and ongoing networking, IFEA advances festivals and events throughout the world. More than 2,700 professionals representing 38 countries are currently members of the association, covering a broad spectrum of organizations.

About eBrandedSolutions and SponsorshipPRO+ -

eBrandedSolutions is a privately held company based in Atlanta, GA., created to deliver sales and organizational solutions to niche markets. Teams, organizations and events of all sizes are discovering the value of adding SponsorshipPRO+ to its sales and marketing team. The software is being used by teams from all four major professional leagues, festivals and fairs, bowl games, independently operated events, cause marketing groups, marketing agencies, civic events departments and event venues.

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