

**CONTACT: JANDA JOHNSON
216-344-9966**

FOR IMMEDIATE RELEASE

**MARKETING EXPERT RENEE SINGLETON WILL PARTICIPATE IN A
NATIONAL PANEL DISCUSSION ON MARKETING TO WOMEN**

CLEVELAND – Sept. 26, 2007 – Renee Singleton, a nationally-recognized expert on marketing to women and multicultural audiences, will join an esteemed list of panelists to discuss strategies to tap into women as a significant home-buying market segment.

Singleton will participate in the Emerging Markets and Diversity Conference sponsored by the Mortgage Lending Industry on October 3-5 in Arlington, Va. Other panelists include representatives from the FDIC, Freddie Mac, JP Morgan Chase and Sprint.

Singleton is the founder and owner of Singleton & Partners, a Cleveland-base marketing firm she started five years ago to provide guidance to companies who wanted to reach nontraditional audiences.

“When I started Singleton & Partners, major companies were just beginning to broaden their focus to include other nontraditional audiences, such as Hispanics and Asians. And many of the advertising campaigns frequently missed the mark,” Singleton said.

“Instead of using multicultural marketing, which is more strategic and speaks to what motivates people, advertisers were relying on multiracial marketing techniques and doing little more than taking a traditional ad and dotting it with one or two women or people of color. They were losing more customers than they were gaining.”

Since its inception, Singleton has amassed an impressive list of national and international clients, including the Sofitel hotel chain and National City, a bank holding company. Singleton will share case studies and some of her successful marketing techniques.

The agency, which also has an office in Chicago, recently launched a nationwide advertising campaign to call attention to some of the stereotypes and misconceptions that find their way in advertising campaigns targeting specific groups. A blog has been started

on the Singleton & Partners “Talk to Me” Web site to invite dialogue about stereotypes and misconceptions. The discussion is available at www.singletonpartners.com/myths.

Singleton & Partners prides itself on a five-year track record of developing successful marketing strategies for businesses and organizations in a variety of market sectors, including government, corporations and nonprofits. The firm specializes in connecting its clients with women, African-Americans, Asian Americans, Hispanics, teens, faith-based audiences and other diverse audiences. In addition to event planning, the boutique-marketing agency offers its client an array of services, including media planning, public relations, and visual communications and design.

Additional information on Singleton & Partners is available by visiting their Web site at www.singletonpartners.com.

###