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FOR IMMEDIATE RELEASE

Palmer-Farrington LLC Presents “Understanding Your Brand Strategy”

Learn from this complimentary webcast how a carefully defined brand strategy can live in every day-to-day interaction with a company’s market.

FAIRFIELD, CT, April 23, 2007 – Discover how brand strategies can enhance a company’s market position in an educational webcast led by Jennifer Farrington, owner of Palmer-Farrington LLC, on Wednesday, May 2, 2007 at 1PM EDT.

The complimentary webcast will explain how a defined brand strategy helps companies stand out from their competition while strengthening their messages and relationships.

This educational webcast will cover how to:

- Confirm your value proposition
- Define your brand strategy
- Develop your brand story
- Audit your current brand
- Develop your operational requirements

The webcast session is led by Jennifer Farrington, an experienced branding specialist, who has more than ten years of marketing consulting and client management experience.

Companies interested in the webcast can register at <http://www.palmer-farrington.com>, or call with questions (203) 254-8556.

[About Palmer-Farrington LLC](#)

Palmer-Farrington LLC, a business marketing services firm, partners with companies to provide strategic, tactical and creative business solutions using the latest sales and marketing techniques. Palmer-Farrington expertly addresses the perception of products and services whether it is print, interactive, event-based, or online for small to mid-sized companies. Additional information is available at <http://www.palmer-farrington.com>.

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