

PRESS RELEASE

Media Contact: Ami Almquist; PR Squared: 713-623-2244 or ami@prsquared.net

Places Unknown Introduces New Approach to Corporate Sponsorship and Event Planning

International company specializes in the customization and personalization of destination events and sponsorship marketing programs

Houston, Texas — February 7, 2007: Forget one-size-fits-all service. With more than 30 years of combined business experience, Erika Szychowski and Brigitte VanBaelen have launched Places Unknown, LLC, a unique “one-size-fits-your-specific-needs” service company offering creative marketing and public relations services for corporate sponsorships and event planning. Places Unknown looks deep inside a business to build an event or sponsorship strategy that will expand a company’s brand, increase sales and strengthen current customer loyalty. This approach results in programs or events that are innovative and personalized, designed to bring out the full potential of each venture.

The company’s founders have extensive experience designing and executing high-profile sports and entertainment sponsorship packages, including work with the Olympics, Indy Racing, the PGA Tour, the NFL, The Rolling Stones and Tina Turner. In addition, they have organized VIP events with artists such as Ozo Matli, Third Eye Blind, and Big Head Todd. Szychowski and VanBaelen have also hosted various political assemblies within the Democratic and Republican parties, as well as international delegations. The two have also formed alliances with various event host sites such as Madison Square Garden, San Francisco’s AT&T Park and the New York Stock Exchange.

“Places Unknown was founded to match companies with distinctive sponsorship and event opportunities that have not been over-exposed or over-solicited in the past,” stated Szychowski. “With a keen understanding of how to maximize brand exposure, we tap our vast network of resources to guarantee the ultimate individualized experience for our clients, one that includes unusual and exclusive destinations.”

Both Szychowski and VanBaelen were instrumental in growing E*TRADE FINANCIAL’s brand recognition to over 90 percent, through the development of a multi-million dollar offline marketing and multimedia strategy. In addition, they have created ongoing event and sponsorship strategies and were essential in the evolution of branding for organizations such as AC Nielsen, BellSouth and Uptons.

“Whatever your event or sponsorship goals and expectations may be, Places Unknown can help you achieve them,” added VanBaelen. “If you are looking to develop an approach that will strategically connect you to your customers or end users, let us analyze your market place and build a long term plan.”

About Places Unknown, LLC

Places Unknown is an international company specializing in the customization and personalization of destination events and sponsorship marketing programs. Places Unknown provides a unique approach to event marketing and sponsorship services, backed by a reputation for delivering creative and innovative client solutions. Tapping years of unique networking connections spanning multiple industries and geographies, Places Unknown helps companies of all sizes match business and marketing goals with prime sponsorship and event marketing opportunities. To learn more about Places Unknown, or to schedule a consultation, visit www.placesunknown.com or call: 832.955.1454.

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