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FOR IMMEDIATE RELEASE

**BRAND EXPERT TO PARTICIPATE IN SALES AND MARKETING MANAGEMENT
VIRTUAL TRADE SHOW WEBCAST:
“GETTING THE MOST FROM YOUR REMOTE SALES FORCE”**

San Diego, CA – September 29, 2008 Today's technology is making it easier for sales professionals to work away from their main offices. However, companies struggle to assess, motivate, and coach remote salespeople. Integrating and aligning salespeople with the company's brand is an effective solution, according to brand expert Denise Lee Yohn. Yohn will explain how to engage a remote sales force during a webcast at Sales and Marketing Management's Virtual Trade Show on October 2, 2008 at 5:00 Eastern Time.

The live “Hot Button Panel” webcast will feature industry experts discussing tips and tools that can increase a company's ability to create a productive and harmonious sales environment and generate increased revenues. Yohn will explain why salespeople serve as a critical brand touchpoint and how important it is to engage salespeople with the brand.

Yohn's presentation will introduce several tools that companies can use to achieve brand integration and alignment. Yohn, a respected and engaging authority on brands, will lead a practical and instructive discussion based on her experience working with brands such as Sony, Frito-Lay and Nautica.

Sales and Marketing Management's Virtual Trade Show enables busy sales and marketing executives to get a “hands on” feel for the most innovative products and services without the expense and time of travel. Approximately 1,000 participants are expected to participate in the Virtual Trade Show, which is produced, directed and hosted by S&MM's editors, leading analysts and market experts, and is advertised to select Nielsen Business Media and the NIELSEN TRAVEL GROUP on/offline audiences.

About Denise Lee Yohn, Inc.

Denise Lee Yohn is an independent “brand as business™” consulting partner who inspires and teaches companies how to operationalize their brands to grow their businesses. She provides keen insight into how brands are assets for value creation in today's business. World-class brands including Sony, Frito-Lay, Burger King, and Nautica have called on Denise to maximize brand impact. For more information on Denise Lee Yohn, Inc. or to schedule an interview, email <mailto:mail@deniseleeyohn.com> or call (917) 446 9325.

About Sales and Marketing Management's Virtual Trade Show

See <http://presentations.inxpo.com/Shows/Nielsen/SMM/SMMReg/index.html>

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