

NEWS RELEASE

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ONELIGHTBULB.ORG ATTRACTS NEW CORPORATE SPONSOR INTEGRITY ADVERTISING AND MARKETING

Bradenton energy conservation group, OneLightBulb.Org, picks up another corporate sponsorship and co-host for its Friends of Live Earth house party on July 7th, 2007.

St. Petersburg, FLORIDA – July 7, 2007 – Integrity Advertising and Marketing, Inc., an innovative new international marketing and Ad firm in the South Tampa Bay area, has become the most recent corporate sponsor of Bradenton-based energy conservation organization, OneLightBulb.Org. As its newest Platinum sponsor, Integrity Advertising and Marketing group will be donating funds and contributing its talent and marketing resources to support the organization's mission and energy conservation initiatives.

OneLightBulb.Org is scheduled to host a Friends of Live Earth house party on Saturday, July 7, 2007 in Bradenton, Florida. This event is being held in support of the Live Earth Concert, a 24-hour, 7-continent concert series beginning on 7/7/07. As a key supporter of OneLightBulb.Org, IntegrityAd is also co-sponsoring this event.

Scott Matthews, CEO of Integrity Advertising and Marketing, spoke excitedly of his company's support, stating, "Our employees were eager to participate in this partnership and to demonstrate our individual and corporate responsibility in finding solutions to environmental and global climate issues."

Jeff Kratsch, Founder of OneLightBulb.Org, stated, "As momentum has gained strength toward the launch of the Live Earth Concert series this weekend, a growing awareness of global climate concerns and support for energy conservation initiatives is rising fast among individuals and corporations around the world. We are delighted to have Integrity Advertising and Marketing as a partner in our efforts."

About Integrity Advertising and Marketing, Inc:

Integrity Advertising and Marketing, Inc. is an innovative marketing, public relations and advertising firm located in St. Petersburg, Florida. The company is a strategic marketing consultancy specializing in corporate branding and product marketing initiatives including internet marketing, Ecommerce applications. To learn more about Integrity Advertising and Marketing, please visit <http://www.integrityad.com>.

About OneLightBulb.Org:

OneLightBulb.Org, founded in 2007, is an organization dedicated to educating all Americans -and all the world- about how they can make an immediate impact on protecting our planet by helping to save energy and reduce greenhouse gas emissions. OneLightBulb.Org promotes actionable programs in homes, schools, businesses and local governments that support energy conservation. For more information on energy conservation initiatives go to www.onelightbulb.org.

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