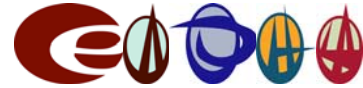


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## PRESS RELEASE

### E-StreetTeam Unveils 7<sup>th</sup> E-Newsletter & New Website Design at VIP Invite-Only Event.

**Atlanta, March 6, 2008:** E-StreetTeam, a leading online destination for urban event information, today announced that it will be celebrating the launch of its 7<sup>th</sup> e-Newsletter, the *Houston LowDown* on March 20<sup>th</sup> at a private VIP event in Atlanta's historic Castleberry Hill District. In conjunction with the *Houston LowDown* launch, E-StreetTeam will also unveil the new design of its Website, which will serve as the home portal for its e-Newsletters (*ATL LowDown*, *The D*, *Houston LowDown*, and *LA LowDown*). The site was re-designed to meet the needs of the company's 50,000 subscribers and key advertisers, which include sports and entertainment venues, promoters, event planners, and performers nationwide.

Headed by Valerie Williams, the *Houston LowDown* joins *ATL LowDown*, *The D*, and *LA LowDown* in E-StreetTeam's roster of urban event e-Newsletters focused on providing the most comprehensive collection of event information for the urban landscape in its respective cities. "E-StreetTeam is excited about the possibilities this expansion affords the company," said Larry E. Stewart, president of E-StreetTeam and managing editor of *ATL LowDown*. "Our plan is to grow E-StreetTeam's city distribution roster to 10 by the end of this year, and the Houston launch is a key area for expanding our subscriber base." E-StreetTeam's first e-Newsletter was launched in Atlanta in 1998. Prospective future markets include Chicago, Charlotte and Miami. To advertise, subscribe, or submit events and venues in Houston, email [houston@e-streetteam.com](mailto:houston@e-streetteam.com).

E-StreetTeam has also engaged Coldfinger Solutions ([www.coldfinger.us](http://www.coldfinger.us)) to re-design the layout for its corporate website ([www.E-StreetTeam.com](http://www.E-StreetTeam.com)). The first phase of the website re-design will be launched on March 15<sup>th</sup>, 2008. E-StreetTeam.com is being re-designed to position itself as the landing page for all E-StreetTeam's service offerings, which include E-Advertising & Promotion, Mobile & Tele-Marketing, Newsletter Sign-up, Event/Venue Distribution, and Event Consulting.

In the spring of 2008, E-StreetTeam.com will provide access to all city e-Newsletter content and archives for its current markets online. This fall, the second phase of site development will incorporate social networking tools and user functionality. Stewart added, "This is the first of many future initiatives that will make E-StreetTeam.com the preferred destination for event information across the country."

E-StreetTeam will be celebrating the *Houston LowDown* launch and Website Re-Design with Atlanta's tastemakers, business owners and event planners on March 20<sup>th</sup>, at 7:00 PM. Tilt Coffee Shop at 274 Walker St (Atlanta, GA 30313) will host the invitation-only event. To RSVP, email [rsvp@e-streetteam.com](mailto:rsvp@e-streetteam.com) or call 678 .361.6187.

**About E-StreetTeam, LLC**

Headquartered in West Midtown Atlanta, GA, E-StreetTeam is a leading edge company specializing in the aggregation and distribution of urban event information spanning comedy, live music, spoken word, parties, festivals, book signings, arts, and theater. E-StreetTeam has created e-newsletters covering Atlanta, Alabama, Detroit, Houston, Los Angeles, Oakland/San Francisco, and San Diego with over 50,000 subscribers.